

LinkedIn strategies for translators and interpreters

Presented by Corinne McKay



Slides and Google Doc

- Download the slides
- Make a copy of the Google Doc
- [Trainingfortranslators.com/nota/](https://trainingfortranslators.com/nota/)



About your presenter

- Based in Boulder, Colorado; French-English
- Full-time freelancer since 2002
- ATA-certified for French to English translation in 2003
- Started interpreting in 2018
- Colorado court-certified for French interpreting in 2019
- MCI from Glendon College in 2021
- Launched Training for Translators in 2006
- ATA Board for seven years, ATA President 2017-2019
- Diverse freelance business: translation, conference interpreting, court interpreting, Training for Translators, and content strategy for language companies





Corinne McKay

French/English interpreter/translator | Writing
& teaching about the language business | AT...



To generate that...

- LinkedIn app (not available on web version)
- Search box
- Tap the QR icon
- Download it
- You can make it your phone's lock screen for a conference!



Logistics for today

- Two sections: Creating an effective LinkedIn profile, and Networking on LinkedIn
- We'll do part 1, then review someone's profile if we have a volunteer, then a break, then part 2
- Ask questions as they come up: I may answer them then, or hold them for later
- You can ask me anything other than the names of my clients
- I could talk for 90 minutes about LinkedIn headlines; we're going to go quickly through a lot of information!



Examples

- A lot are from my profile, simply because it's easier to pick apart my own stuff
- No negative examples from other people's profiles (feels mean!)



LinkedIn

How to create an effective profile



Why care?

- Potential clients/employers expect it (looks odd *not* to be on there)
- LinkedIn ranks very highly in search (example on next slide)
- Can semi-substitute for a website until you have one
- The best way (IMO) to do relational marketing without meeting clients in person; a good option if your target clients are subject to e-mail privacy laws or aren't receptive to direct marketing



corinne mckay translator



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translatewrite.com

<https://translatewrite.com>



Home - Corinne McKay French/English Translator and ...

I provide **French/English (spoken) interpreting** for court systems, law firms, and businesses, available remotely and in person. [Read more](#)

About

Services

Contact



LinkedIn · Corinne McKay

13.6K+ followers



Corinne McKay - French/English interpreter/translator

Full-time freelancer since 2002. Master of Conference Interpreting (English A/French B) from Glendon College. Colorado court-certified for French interpreting. [Read more](#)



Training for Translators

<https://www.trainingfortranslators.com> › blog



Training for Translators: Blog

6 days ago — Corinne McKay. **How to ease out a client you no longer want to work with.** Greetings, Training for Translators subscribers! I hope you're all ... [Read more](#)



American Translators Association

<https://www.atanet.org> › Directory Entries



Corinne McKay - American Translators Association (ATA)

Corinne McKay · Email · Description. Please **contact me** at corinne@translatewrite.com to discuss your upcoming French language needs! As an ATA-certified French ... [Read more](#)

Keys to a good profile

- Easy to scan/sections are well-organized
- Clearly shows what you do (we're not guessing at your languages or specializations)
- Contact information is easy to find
- Understandable to someone who doesn't work in the language business
- Shows the results and benefits of your work, not your life story



Common pitfalls

- Outdated (photo, work history, recommendations)
- Vague headline (“Freelance translator”)
- Industry jargon (“ZH<>EN”)
- Long, descriptive headline that gets cut off on comments (“Passionate about getting your message across in the target language, whether you’re trying to...”)
- No direct contact information



Does this matter?

- It's picky stuff, for sure
- No client ever said, "Ugh! We're not working with someone who doesn't have a custom LinkedIn banner!"
- But it's all part of your professional image, which is increasingly important in the "new world order" of freelancing or looking for a job
- A sloppy online presence looks like you don't care, can't be bothered, or don't know how to do it (and none of those are good!)



Top to bottom

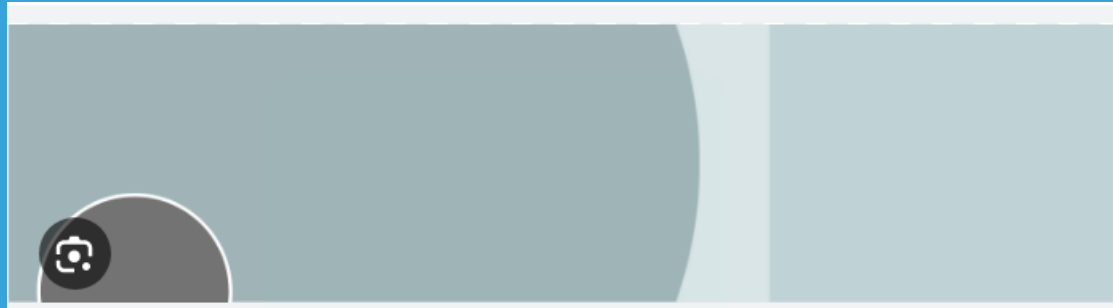


Profile URL

- If you've never customized it, LinkedIn defaults to your name plus a string of letters and numbers (corinne-mckay-ab8kj30k)
- Instructions on Google Doc
- Your customization can be anything that no one else has (/ohioarabicinterpreter/), but it doesn't redirect if you change it, so choose carefully



Banner: Look familiar?



A custom banner

- Is easy to create
- Looks professional
- Is free marketing for you
- Canva has tons of free templates (link in Doc)



Tips

- A vacation picture is better than nothing, but not optimal
- Make your text easy to read (think mobile version)
- Your head covers the left-hand side (about 1/3) in the mobile version); think of your profile photo and the banner as a combo
- Examples on next slides







CORINNE MCKAY, CT, MCI



FRENCH<>ENGLISH INTERPRETER

FRENCH TO ENGLISH TRANSLATOR

WRITING AND TEACHING ABOUT
THE LANGUAGE BUSINESS





Visit my Website



KARIN WEST

MEDICAL | PHARMA TRANSLATIONS
ENGLISH - GERMAN

✉ karin@kwest-translate.com



Profile photo

- Should be clear, professional and current
- NO: blurry webcam shots, obvious crops of a larger photo, obviously from several decades ago
- I think an illustration or AI photo is OK if you really don't want to use an actual picture
- Also no: “Novelty” pictures (skiing, on a beach, with your dog) unless they align with your translation specializations, in which case this might be good!
- Tons of ways to customize your photo and the frame (I'm not a huge fan of “Open to Work,” that's why you're on LinkedIn)



Pronunciation of your name

- More free marketing! And a voice sample (in multiple languages, if you want)
- Only in the mobile version
- URL on Doc



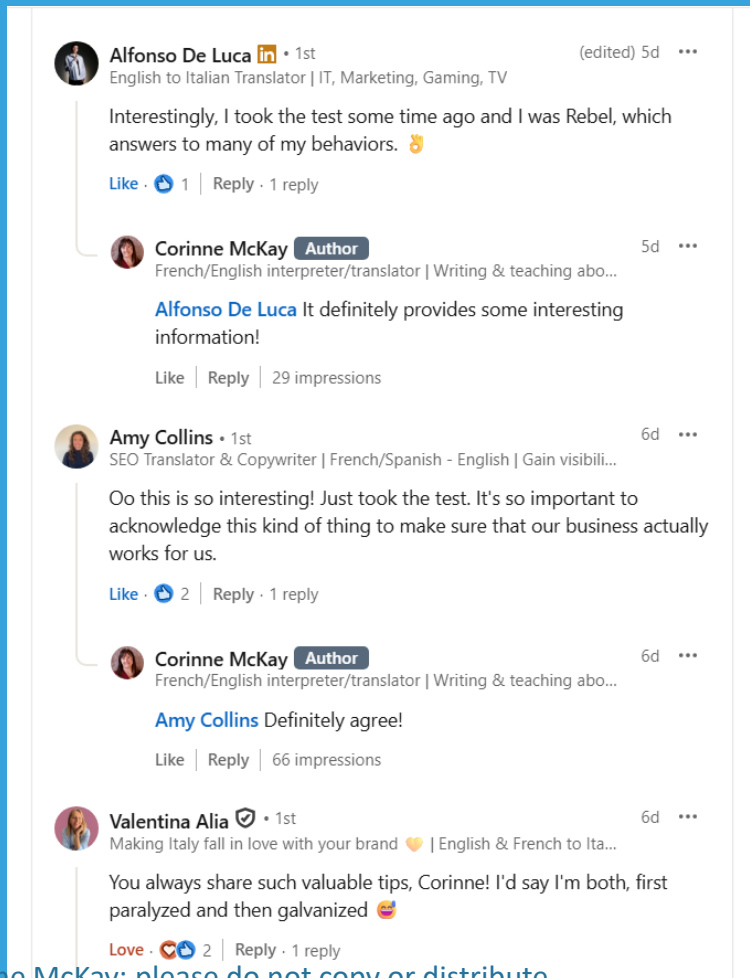


Headline

- Lots of opinions on this!
- 220 characters maximum, and the first ~70 characters will show on comments (example on next slide)
- Straightforward: “French to English translator specializing in the international development sector”
- Descriptive: “I help francophone NGOs communicate more effectively in English, leading to increased efficiency and greater stakeholder engagement”
- Hybrid: “French to English translator | I help francophone NGOs communicate more effectively in English”



Truncation



A good “hybrid” headline



Keeping up with the times isn't easy.

At techforword, we teach translators and interpreters to become more productive and stay relevant in a constantly changing market.





Josh Goldsmith ✓ · 1st

UN/EU Accredited Interpreter (Spanish, French, Italian, Portuguese, Catalan > English) 🎧 AI + Tech Trainer 🤖 I teach translators and interpreters to be productive and stay relevant in a constantly changing market 🚀

Barcelona, Catalonia, Spain · [Contact info](#)

 techforword

 University of Geneva

Pitfalls

- No language pairs (“Freelance conference interpreter”)
- Acronyms that only we understand (“INT DE<>EN”)
- Too many emojis (I think some emojis are OK/helpful, but not 25)



Now, the sections!

- To add any of these, go to “Add section” in your profile header
- You definitely need About, Experience, and Recommendations



About section

- This is where it gets hard!
- Mainly: Don't tell your life story, focus on what's in it for clients
- Good prompts: "I help clients..." "Clients say that my work allows them to..." "Clients come to me when they need someone to..."
- Focusing on the client is a good task for an AI tool: we all have trouble with this



Avoid...

- Life story
- “I’m passionate about languages” (let’s hope so)
- “I learned Russian on my grandmother’s knee; by the age of four, I was fully bilingual” (tell the client about this over lunch after you’ve worked with them for a while)
- Vague assurances
- “I’m efficient and detail-oriented” (again, let’s hope)
- Say something specific: “I’ve honed a three-step proofreading process to ensure that my translations are error-free”



Mine

About



When you need a French<>English interpreter 🗣️ or a French to English translator 📝, you can't afford to take risks; that's where I come in. A client recently told me, "I send you the project, and then I exhale, because I know it's in good hands."

- ✓ Full-time freelancer since 2002
- ✓ Master of Conference Interpreting (English A/French B) from Glendon College
- ✓ Colorado court-certified for French interpreting
- ✓ Certified by the American Translators Association for French to English translation.
- ✓ Writer of meaningful content for businesses (including my own!) driven by a mission of service
- ✓ HubSpot Content Marketing certification

Contact me at corinne@translatewrite.com or 303-396-4764 to discuss your upcoming French language needs.

Interpreting specializations:

- French <> English conference interpreting: international development, human rights, higher education, multiculturalism
- French <> English legal and court interpreting: depositions, attorney/client conferences, trials, arraignments, civil, criminal, immigration, and asylum hearings

French to English translation specializations: International development, corporate communications, non-fiction books, certified translations of personal and official documents.

Content writing: I know that content marketing works, because it's how I grew my own business from \$9,000 in revenue in 2003 to six figures since 2017. I do the same work (newsletters, blog posts) for businesses driven by a mission to help.

Based in Boulder, Colorado, I am a dual Swiss-US citizen 🇨🇭 🇺🇸, and served as president of the American Translators Association from 2017-2019.

Learn more about me at:

-<https://translatewrite.com/>

-<https://frenchconferenceinterpreter.com/>



Karin West

About

■ I help US medical companies access the DACH markets by translating their expert- and patient-facing materials and information.

◆ Does your MedTech company develop products for diagnosis, prevention, monitoring, and treatment of diseases and needs to comply with EU and national regulations for market entry, including accurate translations of documentation, interfaces, labels, and marketing materials?

◆ Does your pharmaceutical company develop novelty medicinal products and wants to inform and create awareness among patients and the general public in the DACH region?

◆ Does your CRO sponsor clinical trials to recruit patients for studies on the safety and efficacy of advanced medicinal products to improve patient outcomes or fulfill unmet medical needs?

◆ Does your medical marketing company conduct surveys among medical experts about their preferences and experience with devices and drugs, or among patients regarding their pre- and post-treatment quality of life?

If yes,

As a professional language service provider with over 30 years of localization experience, I can help you speak your clients' language, be it expert language aimed at healthcare professionals or plain language informing patients and the public in the DACH region.



Michael Schubert

- Short and sweet, but I like it

About

I help small and medium-sized German enterprises deliver their corporate communications to clients and markets worldwide. My clients operate in the fields of software & IT, global trade, and supply chain management. Contact me for one-on-one consultation across the entire translation process.



Sian Gu

About

I'm Sian Gu, an AICC-accredited freelance conference interpreter and seasoned trainer fluent in English, French, and Mandarin. With a Master's in Conference Interpreting from York University and years of corporate experience in consulting and marketing (both in Canada and abroad), I've built a reputation for clarity, cultural insight, and calm precision under pressure. Whether it's a high-stakes board meeting, an academic symposium, or a film festival press conference, I break down language barriers so your message shines through.

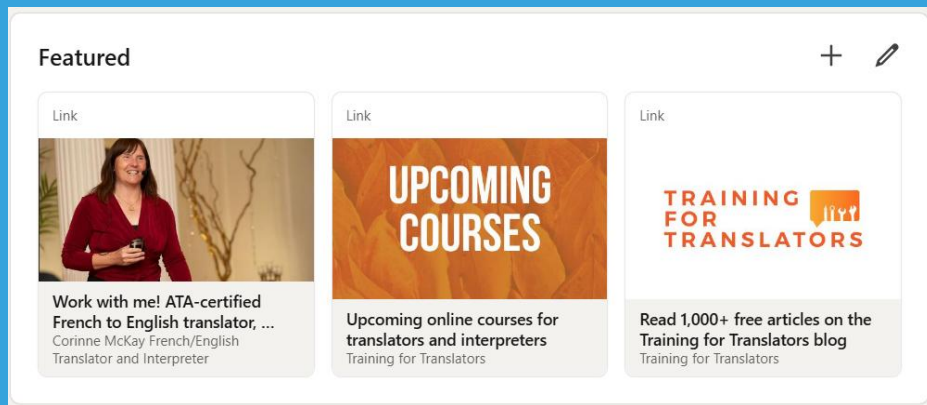
Skills Highlight

- Accent-free, native-sounding English, French and Mandarin
- Professionally trained to highest standards with hands-on experience with multinational clients
- Calm professional who works accurately under pressure, to tight timelines
- Fast learner who thrives on challenge and change
- Persuasive communicator with ability to work with wide range of people from all backgrounds
- Avid researcher and proficient analytical skills
- Language enthusiast passionate about self-directed education



Featured section

- Not absolutely critical, but makes your page look more like a landing page
- Recommended: Three outbound links



Activity section

- You have no control over this, other than what you post on LinkedIn
- But remember that it shows **all** of your recent activity, including comments on other people's posts
- Never (never!) post or comment anything that you wouldn't want a potential client to read

Experience section

- Write this the way you would for a salaried job or an entry on your resume/CV
- Professional touch: create a simple logo (hello, Canva!), then For Business>Create a company page
- Use that page **only** so you can have your logo instead of the default grey bar graph. Again, a simple touch that makes you look more professional



Fluent

CONTENT STRATEGY

Create a Company Page +


For Business ▼

End result

Experience



Language industry content specialist

Fluent Content Strategy · Self-employed

Jun 2025 - Present · 9 mos

Fluent Content Strategy provides content strategy and writing services to companies in the language business. Our writers are subject-matter experts who combine deep experience in... more



Translatewrite, Inc.

Freelance · 23 yrs 4 mos



French <> English conference and legal interpreter

Jul 2019 - Present · 6 yrs 8 mos

Boulder, Colorado

Education section

- Not that complicated, just make sure that you have one and you keep it updated
- Useful because you can then go to the school's page>Alumni>Where they work or Where they live and search for a company or location, i.e. people who graduated from Kent State and work at the U.N.



Licenses and certifications

- Include both “official” (ATA) and “unofficial” (informal online courses)
- Shows that you’re keeping up with professional development



Licenses & certifications



Content Marketing Essentials for SEO and AI Search with Semrush

Semrush

Issued Jan 2026 · Expires Jan 2027

Show credential 



Colorado court-certified French interpreter

Colorado Judicial Branch

Issued Jul 2019

Credential ID 7-151

 Simultaneous Interpretation



Volunteering section

- A nice touch! Shows a bit about you as a person

Volunteering+

**Dog Kennel Assistant**
Humane Society of Boulder Valley
Aug 2010 - Jan 2020 · 9 yrs 6 mos
Animal Welfare

Volunteer Dog Kennel Assistant at the Humane Society of Boulder Valley. Keeping shelter dogs happy and helping them get adopted!

**Cat fosterer, animal wellness clinic volunteer**
RezDawg Rescue, Inc
Jan 2020 - Present · 6 yrs 2 mos
Animal Welfare

Skills section

- Doesn't hurt, but I don't think people put a lot of trust in the “endorsements”
- I'm endorsed by people for things I have no idea how to do!



Recommendations

- The key is to have at least a few, and they should be current
- Clients are the best. It's always awkward to ask, but you can make a template, "I'm trying to get in the habit of asking new clients for a LinkedIn recommendation, I would really appreciate it if you have time to write something up (and if not, of course no problem!)"
- If not clients, colleagues are totally OK!

Now you have a
solid profile!



Volunteer for a
quick profile
review?



Networking!



Prongs

- Outreach (connection requests and messages)
- Responding to connection requests that you receive
- Posting/Sharing other people's posts
- Following clients and potential clients
- Commenting



Premium? No Premium?

- Main limitation: connection notes
- No Premium: 5x per month, 200 characters each (not much!)
- The free month really is free, just set a reminder to cancel
- And **before** you start the free month, make a list of tons of people to connect with
- Premium=connection limits are dynamic, depending on how many people accept



First, decide

- What is your goal?
- Basic networking with colleagues and potential clients
- Relationships with colleagues who you might want to work with
- Relationships with potential clients
- Sharing information with colleagues and/or clients
- Remember: relational marketing can be very effective, but generally takes longer than direct marketing



Pitfalls

- Telling yourself that you're doing “relational marketing” when you're really just doom-scrolling: you need a strategy
- Posting things that only other translators/interpreters would care about, then wondering why no clients ever contact you
- Overly pushy/salesy commenting strategies



Outreach

- Connection requests, hopefully with a note
- Messaging people you're already connected to
- “Hub and spoke” approach: once you find one good contact, look at who they're connected to, where they work, where they used to work, etc.
- Have ChatGPT (etc.) find their competitors



Sample connection note

- “Hello Melissa, I hope you’re doing well! I’m an English to Japanese translator, looking to expand my network in the patent law sector. I’d love to connect.” (155 characters)



When people connect with you

- IMO, you're "allowed" to respond by messaging them. Here's what I do:

Hello, and thanks so much for connecting! If you're not yet on my Training for Translators mailing list, you can join it (and read 1,100+ blog posts for free!) on my website: <https://www.trainingfortranslators.com/blog/>. I'll also take the liberty of recommending my new book, Getting Started as a Freelance Interpreter; you can read a sample here <https://www.trainingfortranslators.com/books-2/>. Thanks and I'm happy to be connected!

Corinne



After you're connected

- Remember, LinkedIn is more for relationships than for selling (direct marketing is for selling)
- If you're going to respond ("Thanks for connecting!") try to do that within 1-3 days so that the person remembers you
- Something like: "Hello Melissa, and thanks for connecting! I've been learning a lot from your posts about your preparation process for the EU conference interpreting exams. Thanks for sharing such valuable knowledge, and I look forward to staying in touch!"



Posting

- Try not to make it mean so much: people are going about their own lives, not fixating on what you're posting or not posting on LinkedIn
- Consistency is more important than likes (LinkedIn has a lot of “silent” users)
- Remember your goal! That will drive your posting
- Least intimidating way to start: repost “with thoughts” about things/people you support/admire/agree with
- Just don't obsessively repost someone's stuff



Ideas

- A translation/interpreting dilemma and how you solved it
- A business tip for other freelancers: what's working for you right now
- A report on a professional development event you attended
- A series: 10 things I did to prepare for my Master's degree exams; 10 Trados functions you may not know about, etc.
- An aspect of your personal life that isn't that personal (mine=my foster cats)



Following

- Follow all current and potential clients
- Same as with people: liking and reposting are great, but don't repost every single thing
- Their posts show you what's going on with them and how you might fit in
- “Top of mind” is real: nudgers get up to 50% more work than non-nudgers



Commenting

- Envision yourself talking over coffee with the person who wrote the post
- Not effective: “I could have told you that,” “No, you’re totally wrong,” “Next time you should hire me”
- Effective: “Such a great point, especially...” “I wonder if we’ll see this trend continue: your thoughts?” “I’ve never thought of this issue in this way, particularly...”

Important

- Relational marketing can be more appealing than selling, but you need a strategy
- For example: three times a week, do a LinkedIn session where you follow three potential clients, connect with three new contacts, and comment on or share three contacts' posts



The algorithm!

- I don't sink a ton of energy into trying to beat the algorithm
- Some things are obvious: personal profiles always do better than company pages; don't post something with more than one external link (because the goal is to keep you on LinkedIn)
- People have all kinds of theories: put the link in the comments; comment on someone else's post before you post so that you don't look like a self-promotional lurker, etc. etc.
- Personally I just post what I feel like posting, when I feel like posting, and it works for me



You can find me at

- Corinne@translatewrite.com or classes@trainingfortranslators.com
- Trainingfortranslators.com
- LinkedIn

