



**Action Log to accompany the  
book:**

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# Your Ticket To EXPLORE

Essential Preparation For  
Your Translator Marketing  
Adventures

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# Action Log

Travel broadens the horizons, so take a snapshot of where you are now because we're about to go exploring! You'll find suggested actions at the end of each chapter which will help take you from anxious traveller to curious explorer in business and marketing. I've also added some personal examples in the book. Now over to you. Use this action log to document your journey.

## Ready For Take Off?

On a scale of one to ten, how do you feel about marketing your business?

1 = I'll do everything I can to avoid it including, but not limited to, cleaning the toilet.

10 = Lemme at it, I just need pointing in the right direction and I'm raring to go!

What's your biggest marketing challenge right now?

# You Deserve First Class

If I referred you to a dream client, what would stop you being excited about that?

Write down those concerns as you play out that scenario in your mind and see if there's any evidence you need to gather to prove to yourself that you can feel more comfortable working with a higher level of client.

Then, brainstorm how you could go about getting that evidence while marketing your services – rather than before you start.

# Why Motivation Is A Poor Travel Companion

What have you been putting off that you could spend 5 minutes on right now? Maybe it's business related or maybe it's just something you want to do for no obvious reason. Whatever it is, take 5 minutes and do something towards it. I'll wait.

If you find you're prolonging a task, try asking yourself questions about where the friction lies: does it need to be done now, by you or not at all? Dig into where the hard part is and try tackling it from a different angle. See my example at the end of Chapter 2.

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# The Dastardly Detours Of Your Brain

Describe one way your brain takes you on a dastardly detour. Note it down and

a) Explore if your concerns are actually true and

b) Which positive factors also apply (that would enable you to take action right now).

# Marketing – The Mountainous Megabeast

If you could wave a magic wand and design the perfect type of marketing for you, what requirements would you have? Start with what you absolutely don't want and can't do because that's usually clear in your mind, and then include all those reasons you would list for not marketing proactively now or in the past. Then write down what you are willing to do and make this a positive list of requirements.

# The Great Unknown

Write this down in big letters: “It’s Got To Be Me”. Then stick it somewhere you can see as a reminder that you get to explore opportunities your way – but explore them you should. Can you think of a time when you surpassed someone else's expectations?

# Refining Your Route

What do you already track in your business?

How are you going to record your marketing trail?



# The Journey To Yes Is Paved With Good Objections

Take an objection you often hear in conversations about translation with potential clients or in response to a quotation. Can you find a solution?

Bonus points if you can present your counter-argument as a client-focused benefit.

# Curious Explorers In Action

What new experience will you try this week? Pick a new route, activity or area to explore. Push yourself a little outside the realms of your comfort zone and see what unfolds.

If you'd like me to cheer you on, let me know what you plan and how you felt afterwards! You can share your wins on social media and tag me in/use the hashtags:  
#TicketToExplore #ExplorersInBusiness

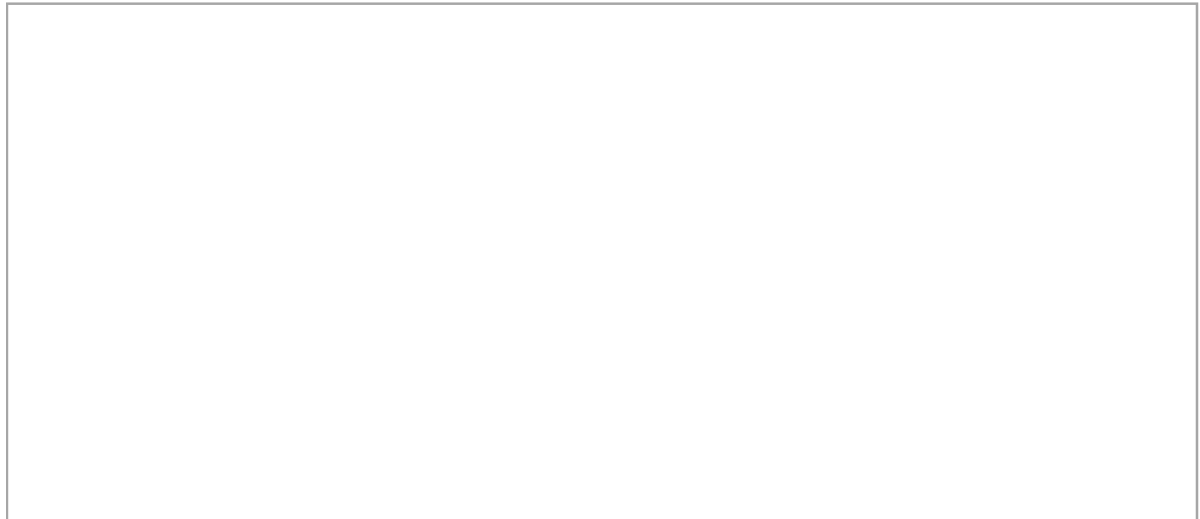
## Excited To Explore!

At the start of this book I asked you to take a snapshot of where you were. Let's take a look at where you are now.

On a scale of one to ten, how you feel about marketing your business?

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10 = Lemme at it, I just need pointing in the right direction and I'm raring to go!

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Congratulations, you've earned  
your Ticket To Explore!

# Adventures in Marketing Your Translation Services Await!

I hope you've enjoyed this jaunt into an alternative marketing mindset as much as I enjoyed writing it. If your adventurous spirit is bursting at the seams to start marketing your translation business and explore new business opportunities, then my job is done.

If you're raring for action now, take a look at my membership group for translators: [The Expedition Group](#). Explorers and curious linguists unite to develop the mindset described in the book, build their business to work with more direct clients, and have fun while taking consistent marketing action. You get my gentle yet firm encouragement and support as you get more comfortable with having conversations with potential clients and marketing your services.

If that's not right for you then I'd still love to hear your plans. You can email me at [Sarah@BusinessTranslated.com](mailto:Sarah@BusinessTranslated.com) and leave a review wherever you bought your copy of the book.

Here's to new adventures!

*Sarah*



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## Let's connect!

