

TRANSLATION BRIEF

Answer the following questions as fully as possible and you'll get the best possible results from your translation.

1. Who is the translation for, who will read the translation?
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2. Where will it be used? (e.g. website, social media, specialist journal, customer information, trade show, presentation, internal information)
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3. Language(s) required and variant e.g. US or UK English
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4. What file format will you provide and what do you require?
(Tip, an editable file format will make life easier and the translation cheaper.)
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5. Name and details of contact person (in case of any questions on company-specific terminology or processes, for example, or if your translator needs to discuss any specific cultural concepts that need adapting for the new audience.)
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6. Do you have a specific deadline?
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7. Are there any space or length restrictions?
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8. What do you want this translation to achieve?
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9. How can we measure if this is successful?
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10. What makes your business unique?
.....
11. Why do clients buy from you?
.....
12. References or examples of your preferred style and tone of writing:
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13. If you've worked with a translator or translation agency before, what did you like / did you not like?

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14. Any other comments or special requirements:

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