



CHICATA MEETING SATURDAY SEPT.11, 2010

Workshop to Develop a Quarterly Business Plan

As freelance interpreters and translators we all enjoy the ability to be our own boss, the flexibility of having our own schedule, and the freedom to decide what jobs to accept and reject. However, it is hard to have a successful business unless we have a plan to run our business.

A business plan usually is a 5-year plan. This task can be overwhelming at first: How do you know where your business is going to be in 5 years? What should your income target be? Who is your competition? What is your market and your niche?

During this workshop we'll attempt to address some of these questions, and will focus on developing a quarterly business plan. When we think about the same questions, but on a three-month timeline, the task becomes more manageable. If we have some rough idea about where we are headed and a 120-day plan to follow, we will inevitably achieve our goals.

You will be receiving some pre-workshop worksheets to start thinking about your personal and business goals.

During the workshop, we will be discussing how to develop some objectives to move your translation or interpretation business in the direction of your overall goals, and you will have some worksheets to help you develop your quarterly plan. Hopefully, you will walk out with a rough draft of your quarterly plan which you can complete at home.

Please bring a copy of your pre-work sheets, print a copy of the quarterly plan goal sheets (both will be emailed closer to the meeting), a pencil, a calendar, and your best attitude.

When: Saturday, September 11, 2:00 p.m. to 5 p.m. (2:00 – 3:00 will be reserved for networking)

Location: 1230 N. State Pkwy, Hospitality room

Chicago IL 60610 (Directions and parking information will be provided closer to the date)

R.S.V.P. olimpiahdez@yahoo.com (Since space is limited, attendance will be on a first-come first-served basis)

This interactive workshop will be facilitated by CHICATA member Olimpia Hernandez.

Olimpia is a technical translator and interpreter (English<->Spanish). She is originally from the Canary Islands, and has lived in Spain, Venezuela and the US. She is a retired engineer with 20 years of experience in the automotive industry, and joined the translation industry in 2005. During this career move, she not only pursued a graduate certificate in translation, but also enrolled the help of a business coach to help her set up her freelance business. She will be using some of the tools she acquired from her business coach to facilitate this workshop.

