

May 15 – June 26 – KYW presents Social Media for Interpreters

Would you like a working social media profile that will let your clients know that you are the person they should ask to solve their problems?

One that speaks to them in their language, and shows off what you can do for them?

Do you want to stop losing potential clients because you confuse them, you say the wrong thing, or – worst of all – you can't even be found?

We will work on your social media presence for 6 weeks.

At the end of this course, you will have a social media profile that will tell your clients exactly what you can do for them.

This will be a practical class, with:

- 4 weeks of recorded lessons: weekly recorded lessons that you may watch at your leisure.
- 2 implementation weeks, after the 2nd and 3rd weeks of class, to give you time to focus on what you need to do.
- live discussion: a weekly live check-in, at 4pm CET Saturdays. We will go over the lessons and fill in details, answer your questions, and try out new ideas. These will be recorded and put into a playlist as well.
- 2 workbooks, to help you get started and to continue your work beyond the course.
- ongoing group support: a Slack channel for your ongoing questions on the lessons, exercises, what you see online, and what can work...
- homework on your profile and posts: targeted exercises for after the video lessons that will help you get an understanding of what you see on social media, and what will work.
- networking opportunities: another Slack channel after the class is over, for alumni of all editions of this class, for continued social media support as you have questions.

We will discuss which platforms you should be on, how they should be set up, and how you may use them to connect to your target audience.

You will have access to the video lessons, recorded check-ins, and the original Slack channel for 3 months – to make sure you implement the lessons and don't put it off!

The first recorded lessons will be sent out after **our opening class on Saturday, May 15th at 4pm CEST**. The live discussion will take place the following Saturdays at 4pm CEST, ending on June 26th.

Price: 225 euros early bird until April 30th; as of May 1st the cost will be 275 euros

To register, please write to us here and let us know you are interested! The maximum number of participants is 10.

And for our foundational online seminar:

The Know Your Worth Online Seminar

How can you keep working with your clients when everyone is working remotely?

Can you target new clients, even during quarantines or lockdowns?

Why do clients never understand what we do?

In four 2-hour interactive webinars, we look at the basics of marketing and negotiating – the rules that hold true everywhere – and use them to understand exactly what **you** can do to improve your situation.

This practical seminar targets exactly what you can do to improve relations with existing clients, and to find new clients who recognize your worth.

We work through the 8-step “Know Your Worth” process so you know exactly how to solve **your** problems with **your** client list, and you know **your** next steps, especially during quarantines, lockdowns, or any other unforeseen circumstances.

The seminar is broken down into 4 modules lasting from 2 – 2 1/2 hours: Your Mindset, You, Your Clients, Your Money.

Price: 225 euros early bird

We have not yet set a date, but you have the chance to let me know which of the following dates are best for you:

2 modules a day for 2 days, from 10am-12pm, and 3pm-5pm CEST

- over the weekend of May 1-2nd
- any two days during the week of May 10-13
- or over the weekend of July 3-4th

OR

1 module a day for 4 days, during the week of May 10-13, at 4pm-6pm CEST.

If we can gather a minimum of 4 participants, I will schedule the seminar.

Please write to me here, to let me know what suits you.

I look forward to hearing from you!

Warm regards,

Julia

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[Know Your Worth](#)

Social Marketing for Interpreters March 1-27

Please see the website for the different available classes.

[Business of Interpreting FAQs](#)

[LinkedIn](#)

Other training opportunities:

[Cambridge Conference Interpretation Course Remote Edition](#)

2021 Edition: August 1-14

Let's face it, we're all adults here! If you no longer wish to receive any of our emails, just let us know, and we will remove you from our list. We don't sell your information, nor do we pass it on to third parties, so no worries there either!