

IKIGAI TRANSLATIONS

Are you doing something that you love? That the world needs? That you're good at?
That's your ikigai. Let me help you share it on the Italian market.
What are you doing today to make your business thrive?

www.ikigaitranslations.com

federica@ikigaitranslations.com



FEDERICA BRUNIERA

TRANSLATOR, EDITOR & BLOGGER

I help you communicate your value across languages and successfully expand your business. I offer translation services from English, Japanese and French into my native Italian to dynamic and innovative businesses that want to stand out and make a difference in the world.

You strive to offer the best experience to your customer and so do I. I use my passion, my skills and my expertise to help you overcome cultural and linguistic gaps, making sure that your clients understand what you are worth.

Curious by nature, I often take my business on the road as a digital nomad, translating and blogging about the magic and the challenges of solo travel. I know the industry. I know what your customers' expectations are. Therefore, I know how to make you shine.

TESTIMONIALS

In the last year alone, RedLine has hired Federica for her expertise on 10 different projects, either as a translator or a reviewer. Her skill with the language and her attention to detail make Federica a welcome member of any translation team. In addition to being punctual with project deliverables, she is kind and patient. An absolute joy to work with!

— Matthew Kushinka - RedLine Language Services

An absolute pleasure working with Federica. Highly efficient, highly intelligent, extremely reliable. I recommend her without reservation.

— Margaret Eleanor Leigh

Federica brought the top-level professionalism we needed to make our project a great success. Our workflow strictly requires candidates who can work under pressure and adapt to our innovative workflow and latest technology. Federica truly is one of those people. It was a pleasure working her and I happily recommend her to any future client: she is a team player and would be a truly valuable asset to any team.

— Stefano Mazzeletti -Clark Football Ltd.

EXPERTISE + SKILLS

TRAVEL AND HOSPITALITY

ART AND CULTURE

SPORTS AND LIFESTYLE

BLOGGING

COPYWRITING

KEYWORD RESEARCH

GRAPHIC DESIGN (partnership)

WORKED WITH: *



*end clients

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What are you doing today to make your business thrive?

I'm the right fit for you if:

- you are determined to stand out on a new market
- you think outside of the box and are committed to obtaining results
- you want to build a relationship based on trust and credibility with your foreign audience.

SERVICES + PACKAGES

TRANSLATION PACKAGES

- **Basic** (translation only) - from \$0.18/word
- **Ultimate** (translation + 2nd linguist revision) - from \$0.25/word
- **Premium** (translation + revision + glossary + SEO keyword research and content optimization) - from \$0.32/word

Projects can be priced hourly or per project as well

EDITING - PROOFREADING PACKAGES

- **Basic** (proofreading only) - from \$30/hour
- **Ultimate** (editing and proofreading) - from \$40/hour
- **Premium** (editing + proofreading + glossary + SEO keyword research and content optimization) - from \$50/hour

TRANSCRIPTION - SUBTITLING PACKAGES

- **Basic Transcription** (transcription only) - from \$7/minute of video/audio
- **Basic Subtitling** (subtitling only) - from \$10/minute of video/audio
- **Ultimate** (transcription + timecoding) - from \$9/minute of video/audio
- **Premium** (from transcription to subtitling or voiceover) - project-based rate

BOUTIQUE PACKAGE FOR HOTELS AND TOUR OPERATORS

Getting your business ready to expand on a new market can be overwhelming, I know... That's why this package is designed to give you some peace of mind, taking care of all your linguistic needs. I offer this remotely or in-person, if you'd rather have me at your office at any stage of the process. You get:

- **Translation** of your full web copy and/or other marketing materials into Italian
- **Project management** if you need additional languages
- **SEO keyword research** and close collaboration with your web designers and marketing team to maximize the results on Google;
- **Thorough review** of the translated materials before going live/to print;
- **Exposure on my blog** as a case study and/or review of your products (if you send me on a tour for example);
- **Management of your social media channels in Italian**



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Federica Bruniera



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BOUTIQUE PACKAGE FOR HOTELS AND TOUR OPERATORS



5 GOOD REASONS TO TRANSLATE YOUR MATERIALS

1. More languages = Wider audience (example: in Italy only 26% of people can use English proficiently).
2. More languages = SEO boost = higher rank on Google
3. More languages = Competitive advantage
4. More languages = Potential for exponential growth
5. With the incredible amount of information available online now, planning trips independently has become easier than ever. Therefore, your communication has to be top-notch if you want to stand out.

The truth is: people trust and buy more from websites that are in their **native language**. **Customers need to trust you. And trust starts with effective communication.** Your potential customers won't perceive your real value if they can't understand completely what you're offering them. And we know that Google Translate is not the answer, on the contrary, it may even harm your image and mine your credibility. **Language matters.**

BENEFITS OF CHOOSING AN EXPERT IN YOUR FIELD:

If you have asthma, you don't go to a cardiologist. He's still a doctor, but a pneumologist will serve you better.

If you are trying to immigrate in a new country, you don't go to a divorce lawyer. She's still a lawyer, but an immigration lawyer will serve you better.

If you need your tourism and hospitality materials translated, you don't go to a translator specialized in finance. S/he's still a translator, but a translator that knows the ins and outs of your industry will serve you better.

I am a traveller myself, with more than 30 countries on 4 continents under my belt, making the most out of the digital nomad life as often as I can. I am committed to professional development to be on top of the latest trends and strategies of the travel industry and I constantly hone my skills through practice.

When browsing your website **your customer wants to dream**. Only people who share their same dream can communicate it effectively. Let's show your clients what dreams are made of.

BOUTIQUE PACKAGE FOR HOTELS AND TOUR OPERATORS



A COMPREHENSIVE TRANSLATION PACKAGE TAILORED TO YOUR NEEDS

Let me take care of the linguistic part of the challenge, so that you can focus on what you do best, selling the best travel experiences to your clients.

YOU GET:

- **Translation of your web copy and/or marketing materials** into Italian (my native language);
- **Project management** if you need additional languages: I find reliable translators for the desired language, manage the communication and the work flow, take care of the quality assurance process*;
- **SEO keyword research** and close collaboration with your web designers and marketing team to maximize the results on Google;
- **Complete and thorough review** of the translated website before it goes live, to make sure that all the links work and the displayed text looks good;
- **Exposure on my travel-focused blog.** If you wish, I use our collaboration as a case study documenting the experience. I can also review your products or services as an ambassador (mainly for sustainable travel companies and facilities). In both cases, back links to your website will be provided;
- **Management of your social media channels in Italian.** We create a social media calendar together and I write/translate, schedule, post and manage your Italian accounts.
- **Consecutive interpreting at special events.** Are you hosting an event with Italian customers or partners. Are you going to a trade show where you expect to talk to Italian potential customers or partners? I can interpret at your event (consecutive mode only, no booth conference interpreting).

REMOTE OR FACE-TO-FACE OPTION

Translators work mostly remotely, however for this specific package I'd be happy to personally come to your offices and work with your team. This would ensure smoother communication and a faster turnaround time, as well as a more personal approach to the project. All travel and accommodation expenses would have to be covered by the client.