**Self-presentation for literary translators**

25 November 2021, K-Centrum, Senovážné náměstí 22, Prague 1

**On 25 November 2021, the second workshop took place with the project *Strengthening the Capacities of Professional Organizations of Czech Literary Translators and their Members*, abbreviated as “Translators’ Gym”. The workshop was entitled Self-Representation for Literary Translators and had the aim to demonstrate to translators in what way they can now raise awareness of themselves and their work. The workshop was led by experienced coach Lucie Gramelová, who presented marketing strategies and technical terminology, the possibilities of self-presentation online and offline and the advantages and disadvantages of social networks (Twitter, Instagram, Facebook, LinkedIn). She showed what websites could do for literary translators and what they should look like, and mentioned other useful strategies. The workshop was planned for twenty-five participants and interest in it was expressed by both experienced translators and students and beginning colleagues working with a variety of language combinations.**

Lucie Gramelová, linguist, polyglot and at the same time the owner of the publishing house Jazykový koutek [Language Corner], she has extensive practical experience in promoting books and translators, marketing strategies and online tools for raising public awareness of various topics. From her position as an author and publisher, the lecturer has tested numerous procedures and passed on the acquired knowledge to the workshop participants.

At the very beginning, the lecturer asked each attendee to introduce himself/herself to the others in three or four sentences – so we refine the most important information we want to share, and at the same time we realize for ourselves what is the focus of our self-presentation. It is with this short presentation of one’s own person and work (called elevator-pitch or USP in marketing language) that the lecturer recommends starting the preparation of a more extensive self-presentation on the Internet. In addition to those introductory sentences, it is advisable to take highly presentable photos, collect references about your work and, last but not least, prepare an e-mail footer.

In self-presentation, it is essential to realize who we are targeting (is the target group more like publishers, colleagues or readers?), how much time and money we want to devote to self-presentation (in the long run) and whether we want to apply it live or on the above-mentioned internet platforms. We must also not forget to evaluate the chosen strategies over time.

The lecturer further focused on very specific possibilities of shared content on social networks. It is always good to prepare 10–20 posts in advance, both the so-called fun facts, such as your own gaffes, pearls from behind the scenes, or, conversely, successes and instructions, as well as quizzes and surveys, portrait photographs with a book, videos from reprints, etc. They are of the greatest interest to followers, so the shared post will gain greater reach.

Your own website can be considered a “must”. It’s a good idea not to underestimate the quality of the domain, choose a suitable template and get professional photos – everyone likes to associate a name they know, for example, from the imprint, directly with the photo of the person in question. For the web, it is advisable to choose shorter texts, perhaps even just points. Long texts are not user-friendly and also get a worse rating from Google. However, the website also has certain mandatory legal requirements that must of course be complied with – as Lucie Gramelová pointed out, these are the name, address, tax ID number and contact.

And what if someone doesn’t want to present themselves on the Internet? He or she can then reach for offline strategies, which are of course suitable for everyone. Networking is absolutely essential – i.e., establishing and maintaining contacts not only at conferences and educational events, but mainly during the so-called afterparty, when the atmosphere relaxes. Another possibility of raising awareness of your person among the public is the presentation in schools (for example, in those where their own children go), in senior citizens’ homes, in the local library or bookstore, in regional newspapers, on the radio, etc.

In the last part, the lecturer focused on cooperation with publishing houses. When introducing yourself to a new editor, it is good to have on hand those few short, yet concise sentences about yourself (elevator pitch), a sample of your own work, portfolio, references, successes from competitions, etc. It is even better to have this information in one place on your own website, LinkedIn platform etc. and just send the link and not overburden the email with information.

The lecturer Lucie Gramelová guided the workshop professionally and expertly, while maintaining a very friendly and open atmosphere and answering all the questions she gave space to both during the presentation and in the last part of the meeting. All of the participants received a notebook and a pen with a logo from the organizer Czech Translators of the North and were able to strengthen themselves with coffee, tea and other refreshments.