



## Emilie's story:

When Émilie started the coaching, she was already working in-house for a translation company and working on her master's in translation at Concordia University. As she didn't have a lot of freelance translation experience, Émilie was a bit worried about how to deal with criticism and wanted to learn more about how to proofread her own work so that she can provide very high-quality documents to her clients. She also had doubts about how much to charge and was worried about charging too little. Émilie went through the Professional Practices module and learned all of the

different processes and systems to make sure her service is impeccable. She also did an experiment that simulated working with a very demanding client so that she knows how to react when difficult situations come up.

## Before the coaching:

**Émilie's initial desire and goal:** Getting enough volume so that she doesn't have to worry about the financial side of her business. Be able to independently proofread her own work.

**Émilie's Initial obstacle:** Time management; being overwhelmed with day job and freelance work at the same time.

**Émilie's initial frustration:** Difficulty negotiating salary; feeling ripped off.

## After the coaching:

**Émilie's new desire and goal:** Providing clients with impeccable and punchy marketing texts that sound like they were written by a Quebecker and that are compelling for their target clients. Building her presence on LinkedIn; updating her profile picture; and getting recommendations.

**What Émilie did to overcome her frustration:** Émilie has learned to be proactive about what projects entail. Not taking on too much is also something she's going to work on.

**What Émilie did to overcome her obstacle:** With more and more client experience under her belt, she feels more confident about charging more money.

## What Emilie learned:

*When I talk to a client now, I feel more confident, as I know that I'm doing the process "the right way." I know now how to do my best to make the fewest mistakes possible, and that I can still be a successful freelancer even if I'm still learning how to catch my own mistakes. I learned that being a freelancer isn't about making zero mistakes; it's about having confidence that you can still provide a good service and learn from your mistakes. Amy gives so much feedback! We got very in-depth and personalized comments for each assignment. Even if I did well on a question, Amy always had another option or another way to look at a problem. This really helped me with my client approach. I'm also really happy that I have this confidence as I find my own clients. Making the move to freelance translation after I graduate will definitely be much easier than I thought!*