

# THE GPI REPORTER

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## 5 Tips for Budgeting a Translation Project

*Translation costs should be budgeted like any other cost of doing business, but companies sometimes forget about them. Don't find yourself scrambling at the last minute to find money to pay for a project that needs to be done quickly. Here are five tips for budgeting a translation project.*

### 1 Anticipate your needs.

It's good business to plan ahead, and that goes double for translations. In addition to money, translations require time that must be added to the total time allotted for a project. It's important to anticipate translation needs while brainstorming for the next year or two down the road. If you know your company will be bidding on a large sale of equipment to a firm in Mexico, for example, then budget in the cost of Spanish localized translations for sales sheets, brochures, or users' manuals. If your marketing plan involves trying to gain a foothold in the appliance market in Brazil, figure in Portuguese translation costs for marketing and advertising materials.



### 2 Make a plan.

When you sit down to write out a plan, include translation costs along with all other costs. What types of materials will need to be translated? Gather them so you can negotiate a package deal. Sit down with your Marketing, Human Resources, and Legal staff, and if necessary, involve your translation company, to hash out what types of documents will be required.

### 3 Get a quote.

Once you know exactly what is involved, submit samples or better yet, the actual content to a reliable, professional translation company to get a price quote. If you feel that you need it, ask them to sign a Non-disclosure Agreement before submitting the files.



### 4 Put the job in the schedule.

Consider the time needed for human translations. Ask your translation company for different scenarios based on delivery times, with the understanding that faster turnaround times will cost you more money.

### 5 Budget time as well as money.

Allow time for revisions after your staff or hired designer lays out the copy. Include time for proofreading and corrections, as well as last-minute changes that could come up.

