



## CASE STUDY

### Eva Stabenow, CT (EN-DE)

Translator & Conference Interpreter (MA) - Dipl.-Dolmetscherin  
Wordplay Translations, LLC  
*Freelancer since 1995*

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After 21 years of freelancing, Eva Stabenow was doing well, but she wanted to work a little less and with better clients. Over the years, Eva had gotten most of her clients through word of mouth. She wanted to take control of the “next round” of her freelance career, but didn’t know where to start.

That’s when she came across **Finding the Freelance Clients You Deserve**, an online course that helps freelancers learn the most effective ways to target and reach the right clients.

### Surging Confidence Attracts Better Clients

“I’ve always known that I can deliver, but I’ve been undervaluing myself,” says Eva. In the course, she learned how to get the clients she deserved and got personalized coaching, including an analysis of what she needed to do and step-by-step instructions on how to do it.

As Eva’s confidence surged, she began to attract better clients—before she even finished the course. Now, Eva’s pursuing freelance jobs that she would have been too intimidated to go after before—and getting them. “People perceive me differently,” she says. “I’ve been able to access and seize an amazing number of opportunities.”

Eva is moving from working mostly with agencies to working directly with her own clients. These direct clients treat her better, and appreciate her input and the quality of her work. And they give her more reasonable deadlines than agencies.

### Enhancing Client-Focused Messages

Wordplay Translations, Eva’s company name, and her tagline, “Communicating Ideas Across Cultures,” are powerful marketing tools. With the help of a professional designer, she put them together in a clear, client-focused logo years ago (see Eva’s logo at the end of this case study).

During the course, Eva refined the messages and language in her LinkedIn profile and her website. Both highlight the benefits clients get when they work with her and clearly and concisely describe what she does (her services) and who she works with (her clients).

## Unraveling the Puzzle of Marketing

Like many freelancers, marketing was daunting for Eva, a puzzle that she didn't know how to solve. Through the course, she has been able to put "some of the key puzzle pieces in place." She further developed her marketing infrastructure and is using her newfound confidence to network more strategically, including at the annual conferences of the American Medical Writers Association (AMWA) and the American Translator's Association.

Eva also volunteers for AMWA's Southeast Chapter, and was elected president-elect in 2016. This helps her expand her network and make key contacts.

## Tips on Getting the Right Clients

"Get the basic marketing infrastructure in place so it can do some of the work for you," says Eva. This includes a client-focused LinkedIn profile and website, and business cards. She also advises hiring professionals to help, like the designer she hired to develop her logo.

To get the clients you deserve, you need to do the work, but you don't need to do it all at once. "You can chip away at it, one marketing piece of the puzzle at a time," says Eva. "You can do it."

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## About Eva's Freelance Business

Wordplay Translations, LLC assists corporate clients and organizations in providing linguistically exact and culturally appropriate content for German audiences in medicine, health and wellness, cosmetics, marketing, and digital marketing. An ATA-certified, freelance translator with 21 years of experience, Eva ensures that engaging content doesn't get "lost in translation."

### Learn More About Eva

[www.wordplay-translations.com](http://www.wordplay-translations.com)

[LinkedIn profile](#)

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## Eva's Logo



Eva's logo is compelling and client-focused. Since few freelancers have a logo, this makes Eva stand out from the competition, especially when she uses it in her email signature.