



Sabine Sapp, PGCert

English > German Translator and Transcreator

Postgraduate Certificate in Principles and Practice of
Translation *with Merit* – City, University of London

Member of ATA and BDÜ

*Passionate about helping you win your
German-speaking target audience's
hearts and increase your ROI!*

English > German Translation and Transcreation

Areas of Expertise:

Marketing • Communications • Advertising | Travel • Tourism • Hospitality

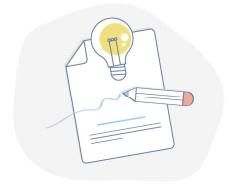
Texts for Your Company's Image and Your (Luxury) Products, or Your Services

Texts for the (Luxury) Travel, Tourism and Hospitality Industry

Your Translation or Transcreation Project



www.sabine-sapp.com



How will your translation or transcreation order be handled?

You want to hire me for your translation or transcreation project? Great!

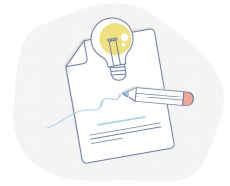
Here is how it works:

- » Please contact me via e-mail (sabine@sabine-sapp.com).
- » Please send me your English text as a Word, an Excel, a PowerPoint or a PDF file by e-mail.
- » Please let me know...
 - › for what purpose you need the German text,
 - › who your target audience is,
 - › what message you want to get across to your target audience,
 - › what the tone of the text is,
 - › what you want to achieve with the German text and what response you want to elicit from your target audience,
 - › where the German text will be published.
- » Please also provide me with reference material (e.g. drawings, glossaries, in-house terminology, a list of acronyms, parallel texts, product brochures, a style guide, visuals, etc.).
- » Please let me know who I may contact with questions.
Yes, expect me to ask questions about your text, products/services, brand, etc. No, questions are not a sign of incompetence.
- » Once I have carefully analyzed your English source text, you will receive from me a customized quotation*) (PDF file) by e-mail.
- » If you decide to accept my quotation, please send me your purchase order (PDF file) by e-mail. (Please use your company letter paper for your purchase order.)
- » You will then receive from me an order confirmation (PDF file) by e-mail.
- » I will produce the German version of your text. Once I have completed it, I will edit and proofread it carefully. (If requested, the text will be additionally edited and proofread by a second translator or transcreator.)
I will clarify any questions which may arise during the translation/transcreation process.
You will receive from me a list of questions by e-mail.
- » You will receive from me the completed, edited and proofread German version for review by e-mail.
- » Please let me know if you have any suggestions for changes*).
- » I will then implement your suggestions and tweak the German text accordingly.
- » Please let me know if I have implemented your suggestions correctly and according to your request.
- » As soon as I have received your positive feedback, I will send you the invoice (PDF file by e-mail) which you will please settle by the due date.

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Do you want a flawless, well-thought-out text that provokes a positive response from your German-speaking readers?

» If your answer is “yes”, please allow sufficient time for me to meticulously develop such a text.

A realistic time frame is important for...

- › carefully reading your English source text and your brief as well as consulting your reference material.
- › clarifying questions about your text, products/services, brand, etc.
- › carefully researching the terminology and the topic, as well as for a strategic-creative brainstorming session.
- › carefully reviewing, editing and honing the translation draft.
- › carefully editing and proofreading the final version.
- › your budget because you will save additional time and possible costs for reworking the translation or transcreation.

I look forward to your inquiry and to working with you!

Sabine Sapp, PGCert



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*¹) My quotation also includes **a)** two rounds of revisions and **b)** proofreading the typeset text prior to publication.

Appealing German texts for your success

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