



American Translators Association

*The Voice of Interpreters and Translators*

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## ATA Client Outreach Kit

### Skills Module

### Sample "request for invitation" letter

Dear <Association Official>,

As the media keep reminding us, our business environment is becoming increasingly global. One direct result is that successful businesses that want to sell products in new areas, expand internationally, network with suppliers, and enhance their local and international image need the services of the fast-growing translation industry to get their message across to new markets.

Unfortunately, many decision-makers aren't sure how to select the right language service provider. This is hardly surprising, since they are buying something they usually can't judge (how many of them speak Chinese, Japanese or even Spanish?). But the stakes are high: a poor translation can result in missed opportunities—or worse, costly and embarrassing mistakes.

As a professional translator with xx years of experience in the field of xxxxxxxx translation, I can offer many practical tips with direct benefits for your members. I would be pleased to offer a xx-minute presentation on the following topic(s):

- topic 1
- topic 2
- topic 3

Please don't hesitate to contact me with any questions you may have. I look forward to hearing from you.

Sincerely,  
Jane Linguist