

## *Freelancers Don't Apply. They Pitch (eBook 1A)*

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# PulseWriting

## 1A — Pitch, Don't Pray

If you're staring at a job board right now, stop. Close the tab. This is not a romantic story about finding your dream project. This is a field with 300 applicants for a ten-dollar job that used to pay real rates. Welcome to freelance translation, where the rules are written by people who want you underpaid and over grateful.

Let's be honest. Most of the traditional work in this field has been wiped out. Machine translation, post-editing platforms, and AI-supported workflows are now the default. The jobs your professors described in class? Those don't exist in the same way anymore. The space shrank. The value shifted. But the degree programs didn't keep up. (M

That's not your fault. And it doesn't mean there's no work. It just means that what worked before won't work for you now.

You're not an applicant. You're not an employee. You're a service provider in a crowded market. And the sooner you act like one, the sooner you stop wasting time on platforms that won't remember your name.

This book is your permission slip to stop playing the polite applicant. To stop praying your CV stands out. You're going to build an offer. You're going to show up with something specific, credible, and useful. And you're going to learn how to put that offer in front of actual clients without waiting for someone to pick you.

Let's get clear. If you want stable work, decent pay, and control over your time, you'll need more than perfect grammar and academic credentials. You'll need positioning. You'll need to stop hiding behind passion and start showing clients what you solve.

No one teaches this in school. That's fine. You'll learn it here.

## 1A.1 — Job Boards Are Where Offers Go to Die

You're new. You need work. You go where people say the work is. Job boards, platforms, portals. Sounds logical; but it cannot be farther from it.

The problem with job boards is not the jobs, but the setup.

By the time a listing is posted, it's already saturated. You're applicant number 273. The rate is rock-bottom, the turnaround is tomorrow, and the test will take you longer than the job itself. They're not hiring. They're filtering. You're auditioning for scraps.

Most job boards are built for speed and scale, not fit or value. They're optimized for the client, not for you. The faster you apply, the more invisible you become. If you've ever sent out 20 applications and heard nothing back, it's not because you're unqualified. It's because you're playing the wrong game.

High-value clients don't hire from cattle calls. They don't scroll through piles of anonymous bids. They go with the translator who already made their life easier. The one who showed up before the job was posted. The one with a clear offer and a focused service.

That's you, once you stop applying and start pitching.

Still tempted by the board grind? Watch for these traps:

- Free test with no feedback or follow-up
- Hundreds of applicants and no human contact
- Machine-first workflows with zero collaboration
- Competitive rates that are lower than minimum wage
- Vague briefs that expect you to guess what matters

That's a funnel with no end.

You don't need to avoid job boards forever. But you need to stop treating them like the only door into the field. They are where offers go to die. If you want to be seen, you'll need to stand outside that system and speak directly.

## 1A.2 — Write One Offer That Doesn't Sound Desperate

Before you build a website or pitch anyone, you need an offer. Not a slogan. Not a list of services. One offer.

Bad offers are easy to spot:

“I can translate any type of content in any domain with accuracy and speed.”

That sentence does nothing. It tells the client you have no focus. That you'll take anything. That you're new and nervous.

Good offers are specific, useful, and confident.

Start with:

1. Who do you help
2. What do you do
3. Why are you a good choice for that

One version:

“I help NGO teams translate English health materials into Spanish, focusing on clarity, tone, and fast delivery. I've worked on public health projects during my MA and built samples based on real campaign content.”

You're not bragging. You're making it easy for someone to decide.

A good offer filters. It tells the right client they're in the right place. It also tells the wrong ones to move along. That saves you time.

Your job is not to sound impressive. Your job is to sound useful. Your job is not to blend in. It's to stand out clearly and calmly.

You'll build your first offer inside the worksheet. Keep it short. Keep it sharp. Don't try to sell everything. Just show up with one thing that works.



## 1A.3 — Build a Portfolio Without Begging for Work

You don't need paid experience to build a portfolio. You need content, context, and purpose.

A portfolio is not a list of everything you've ever done. It's proof of your ability to do the kind of work you want to get paid for. That means you're allowed to create it yourself.

Start here:

- Pick one domain that matches your offer
- Find a real-world sample of that kind of content
- Translate it, edit it, or rewrite it
- Add a three-line intro: what it is, why you chose it, and what you focused on

Example:

“This is a translated NGO newsletter. I worked on tone and clarity while keeping formatting ready for email platforms.”

Create two or three of these. That’s all you need.

Package them as a clean PDF or upload them to a Notion page. Add your name, your offer, and contact details. You now have a working portfolio.

No begging. No unpaid tests. Just your skills, on your terms.

#### **1A.4 — How to Pitch Without Being Weird**

Pitching is not spam. It’s not trickery. It’s simply putting your offer in front of the right person with clarity.

The goal is to show someone that you understand what they need and can help.

Keep it short. Keep it focused. Use normal language.

Example 1 — agency PM:

Hi [Name],

I’m a Spanish–English translator focusing on MTPE and QA for product listings. I’ve built samples based on real e-commerce content and can work with short deadlines.

If you ever need support in this area, I’d love to help.

Thanks,

[Your Name]

Example 2 — small business contact:

Hi [Name],

I help Spanish-speaking small businesses adapt website content for English-speaking audiences. I’ve created samples in the health and wellness space and would be happy to support any new content you’re working on.

Let me know if it’s a fit.

Best,

[Your Name]

That’s it. No selling. No pushing. Just a useful message.

Send one pitch a day. Don’t worry about big lists. Focus on being clear, specific, and human.

#### **1A.5 — Get Work, Not Just “Experience”**

You don’t need five years to be credible. You need one person to say yes. Then you build from there.

When you get a small job:

- Deliver it cleanly
- Ask for feedback
- Save one sentence as a testimonial

- Use the work to build a sample or case study
- Ask for a referral

It might not be glamorous. It might pay very little. But if it leads to the next step, it counts.

You are not here to get experience. You're here to get traction. That means using each job to create proof, relationships, and rhythm.

Clients don't care about your age, your background, or your title. They care about whether you solve their problem without creating a new one.

If you can do that once, you can do it again.

## Notes

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*This work is written out of love for language and for those who chose it as their path, in any capacity. If any line here reminds you that you are not alone, then it has done its job, and so have I. May it serve as a small beam of light, or at least a spark of hopeful fire, as you keep walking your journey.*

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