Industries using RSI and How to Market Yourself
Language Services Field Market

Source: Common Sense Advisory

49.6 billion in 2019
56.2 billion in 2021

Estimated 7.76% increase in 2 years
WHERE IS RSI USED TODAY?

EXISTING & NEW FIELDS

Courts & Legal
Medical - Telemedicine
Conference
Faith-based
Community
New! Webinars
LEGAL-FAITH BASED-COMMUNITY-CONFERENCE-MEDICAL

Onsite, at home, at a studio

EXISTING CLIENTS
Contact existing clients - Ask for referrals and where you can advertise. Share your situation and experience.

COLLEAGUES & PROFESSIONAL ASSNS
Great source of recommendations - Collaboration vs. Competition. Colleagues also hire us! For us, interpreters are our clients!

PLATFORMS
Apply through websites, colleagues, clients, talk with a person.

AGENCIES
Find a way to talk with a person at the agency, stay in touch. Maintain a presence.

ADVERTISING-MARKETING
Consider using targeted marketing and advertising. Client authorized advertising.
NEW! Webinars

LEGACY AFTER COVID

Same as above: Agencies, platforms, colleagues, existing clients.
Think creatively: Education, gov't, NGO's, enforcement, private companies, movie & music industry, distribution, technology, banking, agricultural, meat & food plants.

But also... develop your own client base!
Companies of all sizes will be holding 1-2 hr webinars from now on. Potential to charge higher hourly fee.
Virtual events open the opportunity to work with clients anywhere. We are no longer confined to a county, a city, a state or even the USA.
Think of all industries, anywhere in the world.
Your Brand

How are you different than your colleagues?

**Brand:** Client’s expectation based on your promise
Expertise
Experience
Technology + Equipment
Rates
RATE DETERMINATION

- RSI REQUIRES DIFFERENT SKILLS, TECHNOLOGY, EQUIPMENT, SUPPORT
- THINK IN TERMS OF "PROJECT FEE" VS. HOURLY/DAILY (INCLUDE REHEARSAL TIME)
- PLATFORMS TRYING TO DETERMINE COST
- THE FEE YOU OFFER NOW WILL BE SET WITH CLIENTS
PREPARE TO MARKET YOUR SERVICES

- WRITE YOUR NEW PROPOSALS
- PRACTICE NEGOTIATION WITH COLLEAGUES
- ASK TRUSTED CLIENTS WHAT VALUE YOU BRING TO THE TABLE
- TALK WITH PEOPLE & LISTEN TO WEBINARS OUTSIDE OF THE LANGUAGE INTERPRETING FIELD