

Win International Customers with World-Class Business Documentation

Host (Laura)

Welcome to Laura's Show on WTLK-Business Talk Radio. We are thrilled to have as today's guest nationally-known speaker Judy Shenouda. As owner of Shenouda Associates Inc., now in its 21st year of providing communication solutions, Judy is an expert in developing world-class business documentation. Judy, please tell the business leaders in our listening audience how producing business documentation helps win international customers.

Guest (Judy)

In an increasingly global economy, you can't afford to focus strictly on a domestic presence. If you don't expand your global reach, you're vulnerable to the rise and fall of the limited domestic market for your products and services.

When you go global to grow your company, customers and consumers expect your business publications—everything from spec sheets to manuals, marketing collateral, web pages, and customer correspondence—to be professionally translated into their language.

Unfortunately, you can't just jump into a new international market without significant planning. The task of doing this can seem overwhelming.

Host (Laura)

Where do we start?

Guest (Judy)

It all starts by developing source documents that are carefully crafted in American English. Make sure that you use the services of a skilled professional writer who is accustomed to the needs of audiences outside the U.S.

This writer will avoid using idioms that will cause difficulties in translation. For example

- Sales that are *over the top*
- Putting your money *where your mouth is*
- Having a *bitter pill to swallow*

The writer will be sensitive to examples that have no meaning to global audiences. For example,

- Describing how to use your new digital camera at your *4th of July* picnic

A skilled writer will provide a glossary of terms to help the translator convey the correct meaning. For example, if you are using the term, *file hierarchy*, with references to the *parent*, *child*, and *sibling* in the hierarchy, be sure to explain your specific definition of these terms.

If the American English source document you are handing the translator is ambiguous, flawed, or dangerous, the translation will retain the problem.

Host (Laura)

Judy, where can our listeners learn more about creating world-class documentation that, when translated, sells their products and services worldwide?

Guest (Judy)

Help is on the way with a live audio conference. All you need is your telephone to learn the in's and out's of this mission critical subject, from the comfort of your office, your home, your deck, or your favorite vacation spot. Please contact me for registration details.

Host (Laura)

I for one am going to sign up for this live audio conference. I can't wait to learn what it takes to sell successfully to a global audiences. Thank you, Judy Shenouda, owner of Shenouda Associates, for this enlightening discussion.