

# HOW TO BREAK INTO THE SUBTITLING MARKET

A step-by-step course for linguists interested in launching a career in subtitling

AVAILABLE IN: 



19

NO. LESSONS



Self-Paced

DURATION



5

NO. VIDEO TUTORIALS



Beginner

COURSE LEVEL



Self-evaluated

COURSE TYPE



7

NO. TASKS

## COURSE OVERVIEW

If you are a freelance linguist looking to branch out into other language services but don't know where to start, subtitling may be a great option for you. Subtitling is a niche in the language services market that has been growing steadily since the 1990s, and there is a high demand for transcribers and translators trained in this art form, even in the age of AI and machine translation.

In this course you will receive a concise introduction to the specialized world of subtitling. While the course doesn't teach you how to subtitle, it focuses entirely on how to break into and thrive in the audiovisual translation industry through a practical step-by-step guide.

Drawing from her own journey breaking into audiovisual localization during the pandemic, subtitling expert Molly Yurick shares valuable insights to help you avoid common pitfalls and fast-track your entry into the field.

**In this highly informative and practical course, she will guide you through:**

- An introduction to the world of subtitling, especially in terms of time and space constraints and other challenges that come into play when subtitling.
- A comparison of the most popular free and paid subtitling tools to help you find the right software.
- An overview of common subtitling pricing structures subtitling and guidance on how to set your rates.
- A detailed, step-by-step plan to launch your subtitling career, including:
  - Recommendations and exclusive discounts for GoSub courses
  - Tips on identifying and reaching out to prospective clients
  - Ideas on how to build a sustainable and realistic marketing plan
  - A curated list of essential resources for beginners



## COURSE CREDENTIALS

Students who successfully complete the **How to break into the subtitling market** course will receive a certificate of completion.



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A step-by-step course for linguists interested in launching a career in subtitling

AVAILABLE IN: 

## FEATURES

- Understand the basics of subtitling and how it fits into the wider audiovisual translation market
- Learn about the unique constraints and challenges about working in subtitling
- Explore common subtitling pricing models and learn how to set your rates
- Learn how to identify and approach your ideal clients in the subtitling sector
- Build a realistic, sustainable marketing plan tailored to your goals
- Access a curated list of essential resources for beginners in subtitling recommended by the instructor
- Walk away with a clear, actionable roadmap and tools you'll need to launch your subtitling career

## TARGET AUDIENCE

Individuals seeking to enter the subtitling industry, but don't know where to start

Freelancers working from home looking to increase their income by diversifying their business

## WHAT'S IN IT FOR ME



Video lessons and tutorials



Hands-on, practical exercises



Curated list of resources



Learn how to set your rates



Create your own roadmap



Master Email Campaigns

[MORE INFO ONLINE](#)