

CHECKLIST ON CHOOSING AND SUCCEEDING WITH YOUR SPECIALIZATION

1. Base your specialization on your previous professional experience. (For example if you have worked in business, medicine, legal, etc.).
2. Pick an area that you enjoy researching and learning about. (If you feel passionate about it, you will also enjoy it and become good at it.)
3. Know what you do not want to work with and exclude these areas. (If you cringe at legal texts, for example, stay away from them and focus on other areas.)
4. Follow the money – what areas are in high demand and pay well?
5. Consider your interests and hobbies – What are you good at? What do you know a lot about?
6. The more specialized your language combination is, the less specialized your area of expertise needs to be.
7. Read as much as you can about your specialization and embrace continuing education
8. Find experts that can help you expand your knowledge in the area
9. The more specialized your target niche is, the easier it is to find the people to market to in it.
10. Collect terminology and create glossaries to improve your specialization