



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing For Modern Publishing Entrepreneurs

Reading time 4 min 26 sec

Hello, my lovely Bookworm!

If you've ever looked at someone and thought, "**Why don't I have what they have?**" or "Why didn't I come up with that idea?" or "Why didn't I know that?" and then slid into an emotional spiral of jealousy, anger and envy...

Please keep reading.

Most people will tell you straight away that feeling jealous or envious is a waste of your precious time.

But once you've been bitten by the green-eyed monster, and then being told you 'shouldn't feel that way' is of little use, right?

In today's Love Letter To Bookworms, **you'll learn the five key things about *Buying and Selling Book Rights*** to take that awful feeling away and turn it into a positive and activating force.

Why? Because you need to stand out now.

You need to sell now – your books, rights, services – whatever beautiful thing you're putting out into the world.

And to do that, you need marketing that connects and converts.

So, let's get started...

#1 Why buy book rights?

Publisher buy book rights (subsidiary rights or in short sub-rights), after the book has a primary publisher, to publish the work of a particular author in their home market (foreign rights) or to exploit the rights of an existing book in a not-yet-published format like ebook, trade paperback, audio or film (domestic rights).

#2 Why sell rights to your literary works?

- To increase awareness, get attention & conversions to establish your own publishing house or yourself as an author as an international player
- To enhance your reputation
- To prove that your books are as awesome as you know they really are
- To secure domestic and foreign rights book deals to help maintain author loyalty to your publishing house and keep the spotlight on the works

#3 What are the challenges, hurdles and speed-bumps?

English language publishers have a major advantage in that as they use the most spoken language in the world, which is widely understood in many other countries and has become the dominant language of business.

Foreign partners, may it be other publishers, authors, agents or service provider — they all can assess initial information provided in English, and it's usually possible to find suitable translators from English into the local language.

Books written in less familiar languages may appear to be an obstacle for foreign publishers.

The majority of translated titles are from English, followed by French, Spanish and then German.

Extending your international reach doesn't guarantee global (nor local) success. Selling to Germany is vastly different from selling to Greece.

Even books which have proved very successful in your own market (short-listed, prize winner, substantial sales figures) may be difficult to promote on a global scale — the author may not be widely known, and the book may be perceived as too local in appeal.

So if this interests you, to learn more about Do's and Don'ts, [jump over to my interview with TOTAL LICENSING for more details.](#)

#4 When it's done right, it's magic.

It makes all the right people remember you and want to buy from you — or at least stick around and find out more about you.

Here are some examples

A) Imre had built an international community of devoted spiritual members — from scratch!

He's been working with a foreign rights partner, who's been in business for five decades with many sub-agents around the world for over half a dozen of years. With no results.

Since then I help Imre to get his powerful message into the world. A few years on, we can celebrate with [Turkish and Bulgarian editions.](#)

B) Martin was a student who has beaten his stress, anxiety and ill organization skills with a new approach and put his experiences in his book BESTNOTE.

After publishing his first book STUDY SURVIVAL GUIDE traditionally while still studying, he turned to self-publishing with his second book and got in touch with me.

Nowadays self-publishing is not for failed writers who couldn't make it traditionally. It's a legit path that can and often will lead to wild success and an incredible income if you're willing to do your research and put in the hard work.

Today Martin is a best-selling author of several books and BESTNOTE alone is available in [German, Czech, Korean and Chinese \(Complex Characters\)](#), STUDY SURVIVAL GUIDE in [Vietnamese](#) and GOLDEN RULES in [Chinese \(Complex Characters\)](#) and German as an audiobook.

#5 And everyone in your industry?

They all want to copy you. It infuriates them that you did it and they didn't. And now you can have this one too that works magic in your business and infuriates people who wish they'd thought of it.

Not that you want to make anyone mad.

But kind of. :)

#5 I made it mad easy.

You can proactively do it all on your own, wait for a lovable redhaired fairy that magically appears handing you over a magic wand to get you a few rights deals or you can make it easy and go pro.

Wanna go pro with me? I put together a [24 fill-in-the-blank submission card](#) to help you write your infuriatingly brilliant, simple and to-the-point submission.

I aim to build up long-term, quality partnerships – and this will take time.

What builds lasting relationships?

Believing and investing in someone when they're not winning the prize, not yet successful, not short-listed and working with them to come through.

And finally... licensing is a marathon, not a sprint.

Don't be discouraged – learn to *eat rejection for breakfast* and not every book has rights potential (see point #3).

The key here is to not take the rejection personally, as it more than likely has nothing to do with you and your work.

If you're struggling with rejection...

...keep in mind what Pepper Schwartz PhD calls her "pineapple theory," which goes like this:

Someone doesn't like pineapple, so they take it off their plate when it's served. But there are tons of people out there who love pineapple.

"It's the same fruit, but for no big reason except for individual taste, it's a favorite of some and disliked by others," says Schwartz. "But the pineapple is what it is — neither desirable or undesirable by nature. It just needs to find a pineapple lover."

After you've read it, I'd love to get your take.


Do you ever feel envious? What do you think is hiding underneath that feeling?

C'mon over (not literally — or why not?) and share your thoughts with me. I'm truly interested.

Look, as long as you're still breathing, my sweet Bookworm, there's a chance you might catch now and then a mild case of 'green unripe fruits' that cause you stomach pains.

Don't beat yourself up. Don't feel guilt, shame or embarrassment. Instead, use it as a valuable clue to become more of who you're meant to be and never stop learning.

Stay safe and take care!

So much love 
xoxo Claudia

P.S. Do you know any talented, hardworking people who struggle to get their work out there? Share this E-Mail. They'll thank you for it!

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