



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 3 min 16 sec

Happy Monday, First Name!

Let's talk about costly and embarrassing business fails!

Ah, Money Lisa...

This is one place people don't feel comfortable talking about when starting in global book publishing working with an expert in foreign rights & licensing (which is different to publishing scouts and literary agents – so check their website for their business model).

I've worked with big corporate trade publishers and celebrities to bootstrapping businesses and after almost 9 years in business (and hundreds of projects later) I've learned when to save and when to spend.

Yas, it may sound counter-intuitive to you coming from a seasoned international foreign right licensing person, but I truly don't want you spending your cash on things your business isn't ready for.

So, here's what I decided...

I'm going to give you some more resources from my [EXPLORE & NAVIGATE sessions](#) over the next few weeks.

You'll receive these resources with my LOVE LETTER TO BOOKWORMS on Monday morning for FREE to help you get better results in your business and grow globally.

Today I'm starting with a brief primer on when to save and when to spend on

TRANSLATION OF MATERIAL FOR LICENSING

Your audience isn't a bunch of babies, that cannot read.

Do you know how many bad translations into English I've seen over the years?

This is often a place where people scrimp, translate it themselves or even worse use Google Translate. Yes, I have literally gotten a Google translated blurb, author bio and parts of the manuscript. Is that really what you want for your client's first impression of you, your book and your business?

Or you're *hiring it out* to a crowdsourcing site and guess what, that text you paid €99 for is probably already being used by someone else or even worse, has been ripped off from a corporate entity that WILL FIND and SUE YOU!

Translation affects the reader's response to a literary piece.

A translation affects the reader's response to a literary piece and if you've got poorly translated submission material to showcase your work to the world, it cheapens the look of the book, the author and the publishing house (and anyone who's going to handle the rights to it) — and that's hard to recover from!

Three words: reliable licensing partner.

If a source doesn't feel credible, people aren't going to buy from you nor want to contact you. Instead, go with a similar work of someone else that doesn't lock them into an inferior partner.

So, do all in your power to present yourself and your company as a reliable licensing partner.

Want 'em hanging on your every word?

If you are selling book subsidiary rights to foreign partners or books and book publishing-related products or services to an international audience, need signage (such as for a physical location like a fair booth) or will be working with printed materials for an international readership I DO recommend that you invest in a proper (preferably English) translation.

This needs to be created BEFORE you start submitting your material to an external partner or audience.

Ninja Tip: If you're not going to spend the money on a certified translator for your submission material, I'd much rather you not even go down this road and skip foreign rights licensing.

Give their eyes something to grab onto.

A proper exploration will help determine your direction. In Germany, we have the [association of professional interpreters and translators](#) to find a suitable

translator for every language and topic.


Search the web for a similar association in your country or head over to the [international association of professional interpreters and translators \(IAPTI\)](#) for further information.

Have questions or need recommendations, First Name?

Want more?

Join me in my [EXPLORE & NAVIGATE sessions](#).

Stay safe and healthy!

With  and gratitude,
xoxo Claudia

P.S. If you love a post, please leave a comment (I read and love every one of them) and share! Share it on Facebook, share it on Twitter, share it wherever you share. I know who my best sharers are, and love them longtime.

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