

# ALL ABOUT INTERNATIONAL RIGHTS

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CW-International Rights



This document provides information about licensing your English-language or foreign translation rights to traditional publishers located abroad. International Rights is a concept that seems very complex and is often available only to large publishing houses who can afford to attend the major International Rights Book Fairs such as Frankfurt Book Messe, Bologna Children's Book Fair, or the London Book Fair.

## **1. Why do I need someone to represent my books? I already have a distributor and they take some of my books to the big International Rights Fairs.**

Your distributor may put your book on a rack in his/her stand. They do not specifically seek out international publishers who would be potential buyers for your book. Most major distributors send an employee to 'man the stand' at the book fair.

## **2. Can you explain to me how the process works?**

There are currently over 6,500 languages only 3500 of which have companies that publish in that language. That means there are 3,500 opportunities to sell your book or have it published in another language.

If a publisher is interested in your book, they will ask to see a pdf of the book and a reputable international rights agent will allow them a reasonable amount of time to review it.

## **3. What will my book sell for in a foreign market?**

Please note that most of the time the book will not sell for the same amount in another country as many third-world countries do not have economies to support that. So, let's say your book has been selected by a Portuguese Publishing Company. They pay your representative for the option to publish it in Portuguese. The rest is up to them. That Company addresses all issues regarding publishing, translating, and marketing the book in that language. Even if for some reason they never publish it, you do not have to return the option money.

#### 4. How do I get paid?

Your representative will give you a percentage (pre-negotiated) of any contract minus any foreign currency fees (usually 1-2%). If you are a publisher, then it is up to you to decide how much of that to give the author. If you are an independent author, then you get the entire amount. Some books are ultimately published in twenty or thirty different languages.

#### 5. Do I have any say in how the contract is negotiated?

That is why hiring the right person or company to handle your international rights is so important. You should trust your representative to negotiate the best contract possible. However, getting a third party involved is often time-consuming and ends in the publisher walking away. Just like you, international publishers are working with tight deadlines, and they don't have the time or money to get bogged down in lengthy negotiations.

#### 6. Can you give me an example?

Let's look at a couple of examples. In 2012, at the Frankfurt Book Fair, one of the books represented was a book on "Strategies for Working with Young Children with Autism". At the fair, two Malaysian Publishers saw the book and wanted it. We were able to start a 'bidding war' of sorts and a contract was signed on the spot. The publisher did not even want the customary 12 to 16 weeks to review it with his editorial staff. It was a win-win for everyone. Had we needed to work with a third party on the contract it would never have been as lucrative as it was.

## Steps in the Process

