July 17, 2024
10am-11am Pacific
About DropCap

DropCap is a literary rights agency specializing in taking books to the global translation rights market.

We created DropCap Marketplace to help us do what we love: match outstanding books with interested rights buyers around the world.
WHAT ARE TRANSLATION RIGHTS?

Translation rights (AKA foreign rights) refer to the legal permission granted by an author to a publisher to translate their original work into another language for publication in a different market or region.
HOW IT WORKS

AUTHOR

LITERARY AGENT

PUBLISHER (Rights Holder)

RIGHTS AGENT

CO-AGENT

INT’L PUBLISHER (Rights Buyer)

ADDITIONAL REVENUE
TYPICAL RIGHTS SALES TIMELINE

6-12 months from first interest to a signed contract, then 12-18 months to publish foreign edition.
WHAT TO EXPECT FROM RIGHTS SALES

- **Longer life cycle** — A book can have 9 lives in several languages. Domestic sales may have peaked but it’s new in each licensed market.
- **Foreign language audio** — A separate and growing revenue stream.
- **Author / publisher loyalty** — If a book does well, the foreign buyer will often license subsequent titles from the same publisher.
- **Networks are key** — A publisher who had been exhibiting for years without success came on board and a 66 title book deal ensued based on the strength of our rights network. Who you know and who you trust type of business relationships.
- **Not just traditional publishers** — A big box retailer for example can purchase rights to a business book as training material for their employees or as a special sale to their clients.
WHAT INTERNATIONAL EDITORS ARE LOOKING FOR

- Bestsellers
- Internationally applicable titles (can’t be US-centric)
- Strong backlist
- Famous authors with strong social media
- Significant awards, endorsements, forewords, reviews
- Major media

A RELEVANT TOPIC

AN EYE-CATCHING DESIGN

A UNIVERSAL MESSAGE

IMPRESSIVE SALES
HOW TO VET INTERNATIONAL PUBLISHERS

- Use an agent
- Work with a co-agent in-country
- Request references
- Scan their websites for quality and scope of their list
- Check reviews
- Have the conversation!
  Organize a virtual or in-person meeting to ensure your visions align
VISIBILITY

Thousand of active rights buyers print, audio, Insights - marketing tips to reach international audience, Options - Online & In-person Book Fair participation.

INSIGHTS

Your book isn’t just part of a directory of available titles — your DropCap Marketplace subscription includes marketing tips and tricks as well as insights from our seasoned agenting team.

OPTIONS FOR AUTHORS

Your DropCap Marketplace subscription gives you exclusive opportunities to promote your book online and at book fairs throughout the year.
MARKETING INITIATIVES

- Monthly pitch emails to our list of 2,700 book buyers and publishers worldwide
- Social Media
  - Instagram
  - Facebook
  - LinkedIn
- Email drip campaigns
- Monthly newsletters, emails, and blog posts
- Customized sell sheet
IBPA DROP CAP INDIE PRICING

15% OFF

PREMIUM

2–10 BOOKS

NON-MEMBER $297
IBPA MEMBERS $252

ENTREPRISE

11–50 BOOKS

NON-MEMBER $997
IBPA MEMBERS $847

ALL IBPA MEMBERS AT ANY PACKAGE LEVEL GET 15% OFF OF PROMOTIONS
CONCLUSION

NOW GO OUT & SELL YOUR FIRST LICENSE!

- Organize the top books from your list that you think will travel
- Promote them proactively — domestic success is a key factor
- Research In-House vs. Agent options
- Ask industry friends, they are good sources
- Consider attending an international book fair to see rights selling in action
- Keep your expectations realistic
- Be patient, rights is a long game
- Take a leap of faith, nothing is better than that first successful rights deal
Thank you!

DROPCAP MARKETPLACE

INDEPENDENT BOOK PUBLISHERS ASSOCIATION