



GET STARTED WITH FOREIGN RIGHTS

The ultimate guide

FIVE ESSENTIAL TIPS FOR AUTHORS

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This guide will walk you through exactly what foreign rights are, and why they are so important for you as an author to know about. We hope you find it useful in your publishing journey!

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1. WHAT ARE FOREIGN RIGHTS?

1

Foreign rights (also known as translation 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.

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KEY CONCEPTS

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Foreign rights licensing is like finding a traditional publisher, but in French or Chinese who will translate, edit, promote and sell your foreign edition as part of their own catalog.

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If you've published a book, that means you are a copyright holder and possess subsidiary rights that can be sold, licensed, and monetized, such as foreign rights, as well as rights for adaptations into movies, TV shows, and streaming content, among others.

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Selling your foreign rights allows your work to be accessed by a wider audience and potentially increases your exposure and revenue streams.

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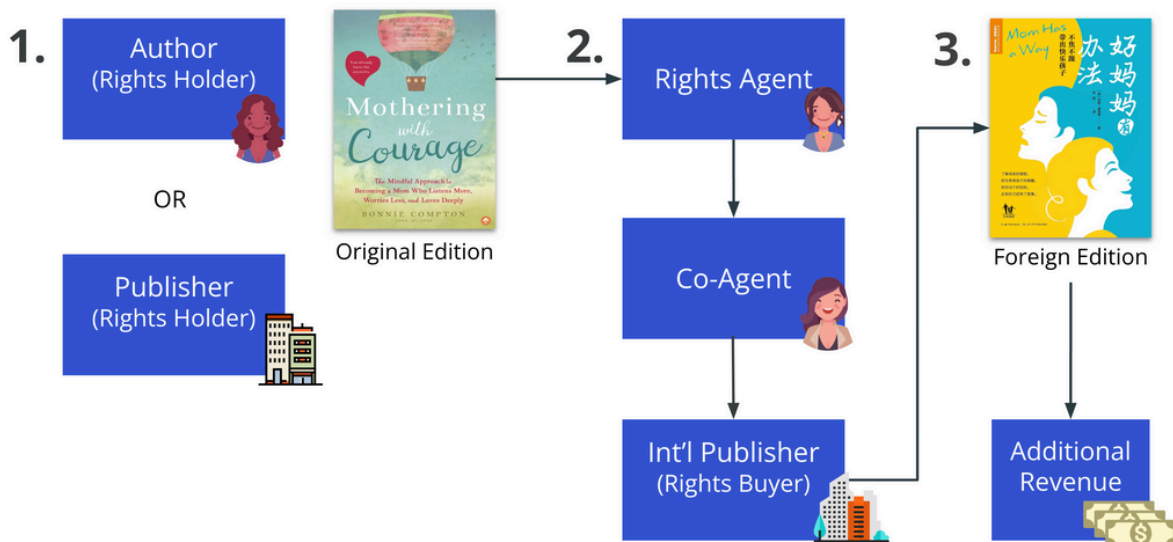


1. Step one begins when a Rights Holder (this may be an author or publisher) has published an English-language book that they own the copyright to.
2. Step two: the Rights Holder works with a Rights Agent to secure a license with an International Publisher, i.e Rights Buyer. (A Co-Agent in the foreign country may help with this process, or the Rights Holder may even work directly with the Rights Buyer).
3. Step three: the Rights Buyer who has purchased the license translates, edits, promotes and sells your foreign edition as part of their list.



The licensing timeline is usually 3-6 months from first interest to a signed contract, then 12-18 months to publish the foreign edition.

How Does It Work?



2. WHAT ARE RIGHTS BUYERS LOOKING FOR IN A BOOK?

Foreign rights buyers are typically looking for books that have the potential to appeal to readers in their local markets.

KEY CONCEPTS

They look for books with compelling stories, interesting characters, and unique perspectives that can engage their audiences.

They also consider factors such as the author's reputation, past sales figures, and critical acclaim.

Additionally, foreign rights buyers may be interested in books that address current trends or issues in their local markets, or that offer a fresh perspective on a familiar topic.



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3. WHAT DOES A TYPICAL FOREIGN RIGHTS CONTRACT LOOK LIKE?



Foreign rights contracts typically include three components:

TERMS

The terms of the contract include the specifics, such as how long the license is (typically five years) and what the language(s) and territories of sale will be.

MONEY

This part of the contract talks about advances, royalties, and how they will be paid out over time. Royalties may vary between book formats, and are generally a percentage of books sold.

OBLIGATIONS

Translation requirements and a timeline for publication of the foreign edition should be clearly specified. There should be a provision for rights to return to the author if the foreign publisher does not meet sales numbers or publication timelines.

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Below is a chart showing typical advances and royalties for the languages in which we most often negotiate foreign rights agreements.

Advances are paid up front and against future royalties.
*Please note that these numbers are estimates based on our experience and can vary from book to book.

Spanish: Advance: \$2135 | Royalty: 8-10%

French: Advance: \$1750 | Royalty: 8-9%

German: Advance: \$4400 | Royalty: 8-9%

Italian: Advance: \$2275 | Royalty: 8-9%

Russian: Advance: \$1550 | Royalty: 8-10%

Turkish: Advance: \$660 | Royalty: 6-7%

Arabic: Advance: \$665 | Royalty: 6-7%

Japanese: Advance: \$3700 | Royalty: 8-10%

Korean: Advance: \$2575 | Royalty: 8-10%

Chinese Simplified: Advance: \$2500 | Royalty: 6-7%

Chinese Complex: Advance: \$2000 | Royalty: 6-7%

English Audio: Advance: \$4000 | Royalty: 6-7%

4. HOW DO FOREIGN RIGHTS DIFFER FROM GLOBAL DISTRIBUTION?

1

Selling foreign rights for your book offers a compelling advantage over simply listing it for sale in other countries on platforms such as Ingram Spark and Amazon KDP.

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KEY CONCEPTS

When you sell foreign rights for your book, international publishers then take on the responsibility of translating, editing, promoting, and selling your book within their own market, leveraging their expertise and local connections.

This not only ensures that your work is culturally and linguistically tailored to resonate with the target audience, but also maximizes its visibility and appeal.

It's a strategic partnership that can lead to more significant exposure, higher sales potential, and long-term success in international markets, far surpassing the impact of a standalone listing.

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5. WHAT CAN I DO TO MAKE MY BOOK STAND OUT IN THE GLOBAL RIGHTS MARKET?

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In this section you'll learn what will help your book get noticed by foreign rights buyers and maximize your chance of success selling your book globally.

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A. WRITE A BOOK WITH UNIVERSAL APPEAL

Literary agents like the ones at DropCap are pitched books all the time. There is no shortage of excellent books out there, all with compelling messages that authors are eager to get out into the world.

According to DropCap agent, Monica Meehan, there's one question she has asked herself constantly in the 20+ years she's been in this business: Will it travel?

In other words, will the book's messages resonate with other cultures and lived experiences? Are the book's illustrations appealing to different types of readers?

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"The answer to what is going to attract a global book buyer changes all the time, however in our experience we've found that books dealing with self-improvement, business and leadership, and children's books teaching self-efficacy, resiliency, and dealing with emotions are really popular right now."

Monica Meehan, DropCap Rights Agent

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B. MAXIMIZE YOUR AMAZON SALES

There's no doubt about it: Amazon is the king of booksellers. And while the publishing and book-buying landscape is always changing, Amazon's dominance in the market isn't going anywhere for a while.

Think of Amazon not as a retailer, but as a search engine. Our rights buyers use Amazon to search for books to bring to their markets.

You want to make sure when a rights buyer is searching for a particular genre for their country, or the most popular books in niche categories, that YOUR book is among the first to pop up as a match.

We say it all the time here at DropCap, but strong domestic sales, aka strong sales on Amazon, GREATLY increase the chance of your book getting noticed.



"The authors who can show success on Amazon have a lot more success in the global market. It shows potential book buyers that there is an established audience for the book."

Allison Olson, DropCap Rights Agent

C. SUBMIT YOUR BOOK FOR REPUTABLE AWARDS

It can seem that award opportunities for authors and publishers are a dime a dozen. But are they really worth the cost to apply? If you are looking to take your book to the global stage, the answer to that question is YES.

As with all things, you will want to make sure the award competition you are entering is legitimate and a good fit for you and your genre before spending money and energy to apply.

"When books are recognized by reputable awards, our job as literary agents gets a lot easier. Our global book buyers always pause when we tell them our books have earned some sort of acclaim."

Lindsay Jones, DropCap CEO & Co-Founder



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CHECKLIST - INCREASE YOUR CHANCES OF INTERNATIONAL SUCCESS

Your book has...

- A clear and succinct title and subtitle
- Universal message and/or theme
- A topic that is currently newsworthy
- Eye-catching illustrations, if applicable
- Excellent writing and editing
- A proven domestic audience
- Recognition (awards, endorsements, etc.)
- A high quality professional book cover

6. THE IMPORTANCE OF BEING SEEN

Our dedicated team of rights agents has cultivated strong connections with over 3,000 international rights buyers, and attends prestigious book fairs like Frankfurt, London, Bologna, and Beijing every year.

We've also harnessed the power of technology with our book rights management software. Leveraging this advantage, we possess unique insights into the latest trends across international markets and the demands of book buyers worldwide.

As a result, we hold a unique vantage point on the latest trends in international markets and know precisely what book buyers worldwide are actively seeking.



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DROPCAP MARKETPLACE

Take your book to the global stage with DropCap Marketplace

WHAT IS DROPCAP MARKETPLACE?

DropCap Marketplace is an innovative online platform designed to connect rights buyers directly with high quality indie titles using DropCap's award-winning technology.

WHY DROPCAP MARKETPLACE?

VISIBILITY

Get your books in front of our database of thousands of global rights buyers who are actively seeking content for print, audio, and even film and TV adaptations.

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 will give you exclusive opportunities to promote your book online and at book fairs throughout the year.

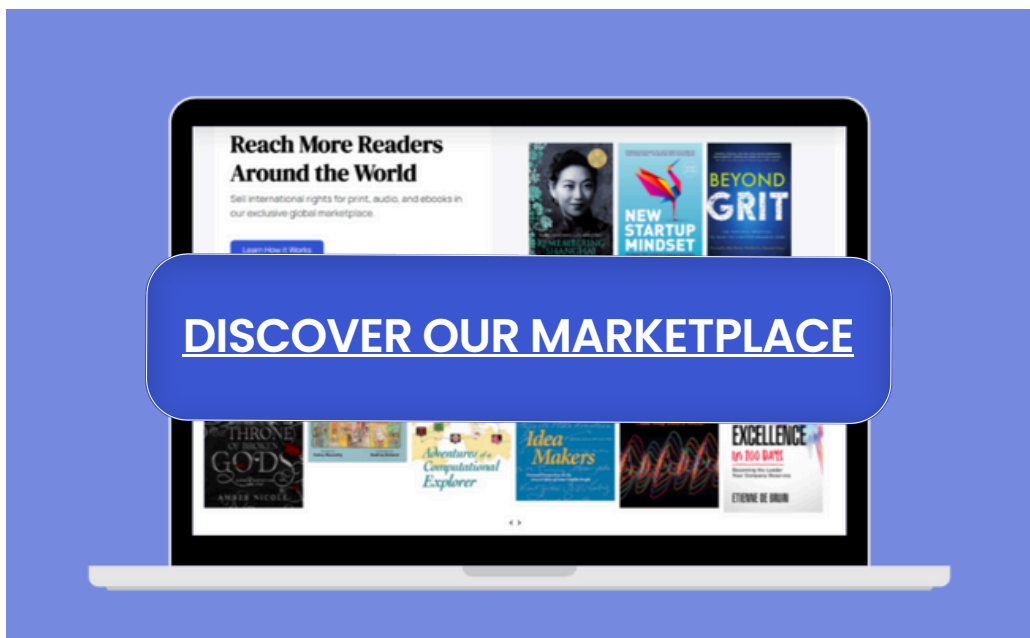
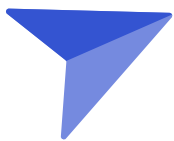
Our innovative rights discovery platform helps our global buyers find books in specific genres and niche topics—and they are always searching for more amazing books to discover. Could yours be next?



“We created DropCap Marketplace to help us do what we love: match outstanding books with interested rights buyers around the world.” Allison Olson

We believe we are at the beginning of a new chapter in how foreign rights are sold. By combining our award-winning technology, personal relationships with global rights buyers, and deep industry knowledge, we can continue to share incredible stories with readers around the world, ensuring that no great book goes unread.

**So now that you know about foreign rights,
are you ready to get started?
Here’s how:**



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MARKETPLACE