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TO: Self Published Authors

FR: Robert Fletcher - CEO

RE: Business Continues to Grow from China/BIBF (show report).

Continued Increase in your Distribution Outlets

Rights Sales Underway

More...

Distribution Continues to Grow - Over 10+ Outlets Now for You:

The most important thing for you, an author with books in our Rights & Distribution program, is that the number of outlets carrying your book is growing. Please see the updated Distribution list below. We now have most of our authors with over 10 NEW channels for sales around the world! This means that your book has more chances than ever to make sales. One of the main new channels that we met with at BIBF is DangDang. They are the 3rd largest ecommerce store in China, with JD.com (we are already distributing there) and Amazon.CN (quite a few of our Kindle books are already there too). DangDang is an important piece of the China puzzle for selling books.

Rights Sales from BIBF:

It is interesting how certain topics and subjects get traction in various countries. As an example, we are working closely with a Chinese Ebook Rights buyer who wants business books. Here is the list of books that they requested at BIBF. We are sending them proof PDFs for their evaluation.

ISBN	Title	SubTitle	Author	Language	Genre	KeyWords	Publish Year
9780795304699	Predictable Results in Unpredictable Times	How to Win in Any Environment	Stephen Covey	English	Business	Business Strategy, Winning Results, Stakeholders, Transformation	2009
9780795309717	Great Work Great Career	How to Create Your Ultimate Job and Make an Extraordinary Contribution	Stephen Covey	English	Business	Tumultuous Economic Times, Career Opportunities, Build Relationships, Fulfilling Career, Business	2011
9780795317217	Learning Explosion	9 Rules to Ignite Your Virtual Classroom	Matthew Murdock	English	Business	Virtual Business Classroom, Online Teaching, Quality Learning	2011
9780795333552	Webinar Manifesto	Never Design, Deliver, or Sell Lousy Webinars Again!	Matthew Murdock & Treion Muller	English	Business	Webinar Instruction, Design, Delivery, Instructional Designers, Trainers	2013
9781601380661	How to Hire, Train and Keep the Best employees for Your Small Business		Dianna Podmoroff	English	Business	Business Concerns, Employees, Competing for	2005

						Employees, Success	
9781601380678	501+ Great Interview Questions For Employers and the Best Answers for Prospective Employees		Dianna Podmoroff	English	Business	Job Applicant, Hiring Manager, Employee Advice, Business Success	2005
9781601380708	365 Ways to Motivate and Reward Your Employees Every Day	With Little or No Money	Dianna Podmoroff	English	Business	Employee Satisfaction, Business Advice, Employee Rewards, Examples, Sound Advice	2005
9781601380715	2,001 Innovative Ways to Save Your Company Thousands by Reducing Costs	A Complete Guide to Creative Cost Cutting And Boosting Profits	Cheryl L. Russell	English	Business	Reduce Business Costs, Company Success, Specific Advice, Cutting Costs	2006
9781601380760	How to Get the Financing for Your New Small Business	Innovative Solutions from the Experts Who Do It Every Day	Sharon Fullen	English	Business	Business Financing, Comprehensive Plan, Road Map to Success	2006
9781601380777	How to Write a Great Business Plan for Your Small Business in 60 Minutes or Less		Sharon Fullen	English	Business	Business Plan, Comprehensive, Defining Your Company, Outside Funding, Credit	2006

BIBF Show Report:

[Click Here](#) to see the show pictures to give you a "flavor" of the show. Our main work is done in meetings before, during and after the show.



Here is a bit more of a write-up from Hersh Bhardwaj, one of our ex-employees who wrote a very nice article in Publishing Perspectives:

<http://publishingperspectives.com/2015/09/beijing-international-book-fair-takes-a-new-stance-in-asia/>

Focus On Reading

The first question I asked Ms. Lin Liying, director of the fair, was about the overall theme this year. She spoke about the fluidity of content in China now. How it's not about the books any more but about content. In China, a growing number of early readers never access their first books on paper. They do it on touch screens. It's paramount that the habit of reading is not lost to the lure of colorful interactive things that a touchscreen can offer. BIBF feels it is responsible for being a catalyst in sustaining and growing the number of readers in China. Content can be packaged in whatever form is appropriate, but readers must not dither away their time. Hence, BIBF organizes Literary Salons, where authors from China and abroad were invited to read and discuss their writing with the audience. One of my favorite sessions was with Alan Lee, an artist who visualized the world of *Lord of The Rings* by hand on paper.

Dedicated Children's Hall

For the first time, the BIBF introduced a dedicated space in hall E 1 for children's publishers. This strategy ties in with their "focus on reading" initiative that aims to draw more children into the world of books. With Shanghai's Children Book Fair now in its second year, there is pressure on BIBF. Opening up a dedicated children's hall was an appropriate reaction to cater to demand - something that was an oversight for 22 years, but has now been remedied.

Focus on Arab World and Asia

The United Arab Emirates was the guest of honor country at BIBF this year. China will be guest of honor at New Delhi World Book fair in January

2016. Several events were organized to bring Asian and Arab publishers around the same table. Chinese players have somehow realized that they have focused too much on the West in past few years at the cost of ignoring their own backyards. It wasn't until Chinese mobile phone maker Xiaomi sold more than of 4 million mobiles in India that Chinese entrepreneurs finally saw the importance of such markets.

Evolution of Digital Publishing

The Tokyo and Seoul book fairs leverage the spiraling demand of digital content markets. BIBF also understands the need of educating domestic publishers about the best practices in digital publishing from around the world. On the other hand they need to showcase their digital expertise, and for the ninth year, there was a dedicated digital publishing forum to feature such content.

Conclusion:

BIBF was a great show to further our business in Asia. Next we will be headed to the "mother of all book fairs" in Frankfurt, Germany in mid-October.. and then we return to the Latin American market in November in Guadalajara.

Distribution into new sales channels continues to move along nicely. We are very proud that our clients are in over 10 new channels.

Rights sales are continuing as well, and we always enjoy securing those deals for our clients.

Once again, we thank you for your support and look forward to helping all of our authors become global best sellers!

Sincerely,
Robert Fletcher - CEO

Are you looking to increase the sales of your book?

The international markets for translation rights and distribution might be exactly what you are looking for.

Our specialty is finding opportunities for authors around the world by pitching their book at the London, New York, Beijing, Frankfurt, and Guadalajara Book Fairs. We plan to continue to expand our international sales for our clients. The most important news is this: Our networks are strong, our contacts have grown to a point that we no longer have to exhibit at shows and as a result, our expenses are less. We have traveled the globe over the last four years, exhibiting at the major shows. We have achieved our goal of being the largest independent eBook distribution network in the world because 1) we use Ingram and Amazon, and 2) we have networks beyond both Ingram and Amazon.

In the table below you will see the new channels that we have submitted our client's work to. Our goal is to have at least 6-10 new channels during the 12 months that authors have signed with us (we might find more!)

Channel Name	Notes
CEPIEC / JD.com	Your book(s) was sent to CEPIEC for approval to be sold in China. Once it's approved, it will be sold at http://www.jd.com
Gardners	Your book is now in the process to be "for sale" in this new channel. You should see your book "live" there within 90 days. We will be checking ourselves, but let us know if you don't see it there. http://www.gardners.com/gardners/default.aspx is the link to their site.
Libiro	CONGRATULATIONS! Your book is now in process to be "for sale" in this new channel. The main URL is http://www.libiro.com/ and you should see your book "live" there within 90 days. We will be checking ourselves, but let us know if you don't see it there.
Baja Libros	CONGRATULATIONS! Your book is now in process to be "for sale" in this new channel. The main URL is http://www.bajalibros.com/ and you should see your book "live" there within 90 days. We will be checking ourselves, but let us know if you don't see it there.

Magzter	Your book is now in the process to be "for sale" in this new channel. You should see your book "live" there within 90 days. We will be checking ourselves, but let us know if you don't see it there. http://www.magzter.com/ is the link to their site. What we like about them is that they have 10M users and they want to associate books with magazines.
3M	Your book is now in the process to be "for sale" in this new channel. You should see your book "live" there within 90 days. We will be checking ourselves, but let us know if you don't see it there. http://www.3m.com/us/library/eBook/pc.html - is the link to their site. They service libraries globally
National Book Tokens/Indie Book Shop	Your book is now in the process to be "for sale" in this new channel. You should see your book "live" there within 90 days. We will be checking ourselves, but let us know if you don't see it there. http://www.indiebook.co.uk/ is the link to their site.
Blackwells	Your book is now in the process to be "for sale" in this new channel. You should see your book "live" there within 90 days. We will be checking ourselves, but let us know if you don't see it there. http://www.blackwell.co.uk/ is the link to their site.
American Book Center	Your book is now in the process to be "for sale" in this new channel. You should see your book "live" there within 90 days. We will be checking ourselves, but let us know if you don't see it there. http://www.abc.nl/ is the link to their site
Hive	Your book is now in the process to be "for sale" in this new channel. you should see your book "live" there within 90 days. We will be checking ourselves, but let us know if you don't see it there. www.hive.co.uk is the link to their site.
Bokus	Your book is now in the process to be "for sale" in this new channel. The main you should see your book "live" there within 90 days. We will be checking ourselves, but let us know if you don't see it there. www.bokus.com is the link to their site.
Cosmotebooks	Your book is now in the process to be "for sale" in this new channel. The main you should see your book "live" there within 90 days. We will be checking ourselves, but let us know if you don't see it there. http://www.cosmotebooks.gr/gr/ebooks-?????????/publisher/12772-sbpra is the link to their site.
	To Be Done
	To Be Done
	To Be Done

Conclusion: As an independent author we hope that you are always looking for ways to expand your platform and find new sales opportunities. If you work with us, you can be proud to be a part of the most innovative distribution company in the world. We are serious about that reputation and we plan to keep expanding it. Your job is to write great books (which you have done)! Our job is to make them available worldwide, which we continue to do!

Best

Tom Wallace - Dir. Of International Sales
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Here is the information about signing up for our 2015 Rights & Distribution Packages. PRIOR CLIENTS RECEIVE A 40% DISCOUNT

PAYMENT LINKS:

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PLEASE USE 49500 AS THE DISCOUNT CODE AND YOUR PRICE WILL ONLY BE \$495 FOR THE YEAR BECAUSE YOU ARE AN SBPRA/PODG/AMI CLIENT. If you are

not a client, please don't use the discount code,. (but consider joining us in some way).

<https://jf162.infusionsoft.com/app/orderForms/895Year-Selling-Rights-Book-Fairs-and-Intl-Distribution-2015-Package>

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Remember that SBPRA, PODG and AMI clients receive discounts. If you are not a client please let us know and perhaps we can bundle services so that you come out with something "free".

Thanks again for your interest. We look forward to helping you and your books "Go Global"!

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