

**Sales and Rights:** Please note, Singing Dragon and Handspring Publishing are imprints of Jessica Kingsley Publishers. The information below will refer to the JKP team, which includes both Singing Dragon and Handspring Publishing.

# The Sales Process

We have a wide network of sales representatives in the UK and internationally who visit bookshops and other retailers. Below is a timeline of the sales activities for your book.

## 3-6 months ahead of publication

Book data feeds go to all major online retailers (Amazon.co.uk, WH Smith, Blackwell's Online, Waterstones Online, Bookshop.org, Book Depository etc)

Book data feeds go to our partners and international distributors in regions such as Australia and New Zealand, ASEAN countries, South Africa, and India.

The in-house JKP sales team pitch your book to library and academic wholesalers.

Your book is pitched to a team of trade sales reps covering independent bookshops in all regions of the UK, included in the rep packs of the Hachette Sales Team (who cover large chain bookshops), and highlighted to our Rights team, for potential translation rights opportunities.

Target keywords on Amazon to ensure visibility and improve the searchability of your book.

## Two months before publication

The in-house JKP team pitches to specialist bookshops and retailers.

## On and after publication

JKP can provide copies for book launches, events, or conferences. Please let us know your event schedule ahead of time and we will work to get copies there. If your event is being held at a bookshop, please let us know when and where and we can work with the bookseller to make sure they have ordered plenty of copies.

We can provide eBook copies in bulk for online/remote conferences and events via the JKP Library, our eBook and digital resource platform. If you or a contact will be hosting an online event, and you would like to distribute digital copies to attendees, please let us know so that we can assist you with the download/supply process.

Your author discount is 30% and you can place an author order with us by contacting [hello@singingdragon.com](mailto:hello@singingdragon.com)



# Foreign Rights

The rights team at JKP works with foreign publishers all over the world to get your book translated into different languages.

If we hold translation rights for your book, we will pitch it to our foreign rights contacts and ensure it is seen by foreign publishers at international bookfairs.

If a publisher is interested in translating your book, we will negotiate a contract with them. Any income generated from a translation rights deal will be reflected in your royalty statement, and you will receive a copy of the foreign edition once it is published.

Please note that we cannot license translation rights to individuals or translators. We only work with publishers or organisations to ensure your book is translated and produced to a high quality. Working with publishers also means that your book will be distributed to retailers, bookshops, and relevant organisations in the country in question.

