

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

In addition to making sure your book is available at all major US wholesalers and through Amazon, we have a wide network of sales representatives in the US who visit bookstores and other retailers. We also work closely with our Canadian distributor, UBC. Below is a timeline of the sales activities for your book. Below is a timeline of the sales activities for your book.

6 months ahead of publication

Book data feeds go to all major online retailers (Amazon.com, Ingram, Baker & Taylor, specialty wholesalers, and sales reps.)

Book data feeds go to our Canadian distributor, the University of British Columbia, who then present to their sales reps who work throughout Canada.

Your book is pitched to our sales reps, Fujii, whose territory covers much of the US. Fujii then presents to independent bookstores, academic bookstores, and speciality wholesalers in their territory.

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

3 months ahead of publication

The in-house JKP sales team pitches your book to bookstore, library and academic wholesalers. During this process, they suggest specific first-time order numbers to Ingram and Baker & Taylor based on

comp title sales, backorders, and overall sales climate

The in-house JKP team also pitches to relevant specialist bookshops and retailers (for example, yoga and acupuncture studios, gift retailers, and Eastern medicine schools) as well as to any specialist organizations you suggested in your author questionnaire.

Publication Month & Beyond

Stock of your book will check into the warehouse and begin to make its way through distribution channels. You will receive your gratis author copies. Your author discount is 30% and you can place an author order with us by contacting julia.zullo@jkp.com

Continue to let Julia Zullo know, as early as possible, about book launches, events, workshops, and conferences so she can work with organizers on placing an order. In addition, refer any individual or



organization interested in a bulk (discounted) order to Julia.

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.

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.

