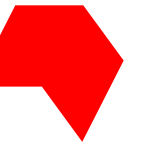


**So, you have  
written a book.**

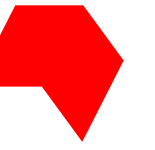
**What are the next steps?**



## Dear author,

You might be considering attending Frankfurter Buchmesse or are currently already at the fair. We would like to provide you with some tips and guidance to help you navigate the publishing process and your Frankfurter Buchmesse attendance. Most of the links included lead to blog posts written by Jane Friedman, a long-time publishing professional and author of *The Business of Being a Writer*; she also publishes free articles on her [website](#). Please note that this list does not claim to be complete or up to date but is intended to serve as a useful source of information and marketing tool for independent authors.

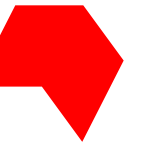
Good luck with your endeavors!



# Overview

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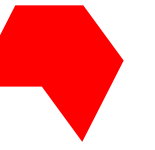


# Decisions for first-time authors

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## **Decisions for first-time authors**

Firstly, you should ask yourself whether you want to go down the traditional publishing or self-publishing route. This depends on how many rights and decision-making processes you want to outsource and what services you would like to receive in return. If your aim is to remain as independent as possible, you may want to take a closer look at self-publishing. If you prefer to place the entire publication process in the capable hands of others, you are well advised to look for a suitable publisher.



# Traditional route to publication

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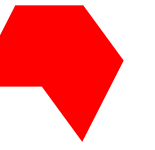
## Finding an agent or editor

If you want to find an agent or editor who is the right fit for you and your book, research is key! You may want to look for someone who represents or publishes the kind of book you have written or are working on. Look for books that are comparable to your own and look for a mention of the agent, agency or publisher in the acknowledgements. You can find names of literary agencies in book fair directories such as [Frankfurt Connect](#), on the websites of your country's literary agents' association, such as the Association of [American Literary Agents \(ALA\)](#), the [Association of Authors' Agents](#) in the U.K.,

the [Spanish Literary Agencies Association](#), the [ADALI - Associazione degli Agenti Letterari Italiani](#), the [SFAAL](#) in France or in book industry directories such as the [Literary Marketplace](#).

Here are some tips by Jane Friedman:

[How to Find a Literary Agent for Your Book](#) and  
[How to Find an Editor as a Self-Published Author](#).



# Traditional route to publication

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## Prepare your submission material

Make sure your submission is in the best form and format and that you follow the guidelines of the organisation you are submitting to. For non-fiction, it is customary to submit proposals whereas for fiction, full manuscripts are the norm. The first step is to write a cover letter and synopsis for your book. To prepare the best possible material, make use of available resources, such as books on writing and publishing at your local bookstore or library, writing groups or the blog posts linked below.

## Fiction

Cover letter: [↗ How to Write a Query Letter That Gets Manuscript Requests](#), Jane Friedman

Synopsis: [↗ How to Write a Novel or Memoir Synopsis](#), Jane Friedman

## Non-Fiction

Cover letter: [↗ How to Write a Query Letter: Nonfiction and Memoir](#), Jane Friedman

# Traditional route to publication

## The submission process

Whether you are submitting to an agent or an editor, make sure you follow up after the stated response time (which often is 6–8 weeks), then wait a month and try again. If by then there is still no response, consider it a rejection. If you get rejected after submitting requested material, you might want to consider improving your material. Authors who are frustrated by the endless process of submission and rejection usually begin to explore the possibilities of self-publishing. Self-publishing does not necessarily mean you can never go back to traditional publishing. With **↗ the number of self-published titles with ISBNs rising 7.2%** in 2023, traditional publishers have started to look at self-published books for acquisition potential.





# Self-publishing route

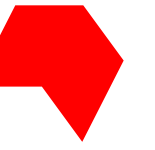
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There are alternative ways to get your book on the market besides the traditional publishing route. Self-publishing is now well established, but it also means you are responsible for editing, proofreading, cover design as well as production and marketing. You will be wearing two hats as you will be an author and publisher in one. It requires a lot of work but also offers creative freedom and can be very successful if done right.

Jane Friedman provides a good overview of what it entails to self-publish your book:

➤ **Start Here: How to Self-Publish Your Book** by Jane Friedman.





# Self-publishing route

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## Distribution and formats

Print on demand (PoD) service providers have become a popular option: Your manuscript is professionally typeset, digitally printed, bound, given an International Standard Book Number (ISBN), and then distributed either to readers directly or bookstores. You should ask for quotes from different PoD service providers; also make sure you are aware of any exclusivity of printing rights when signing a contract.

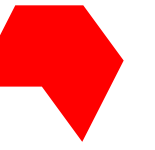
As an alternative to the printed version, you can also distribute your work as an e-book: Platforms and PoD service providers such as IngramSpark, Amazon Kindle Direct Publishing, Apple Books for Authors, BookBaby, or Lulu offer e-book distribution as well. The demand for e-books is steadily increasing as they are so

easily and widely available. See also: [↗ How to Get Your Book Distributed: What Self-Published Authors Need to Know](#) by Jane Friedman

Another format to explore are audiobooks and audiobooks originals. It's a new area of growth for independent authors. Read more here: [↗ Audiobook Publishing and Distribution: Getting Started Guide for Authors](#) by Jane Friedman

## Marketing and publicity

As a self-publisher you are responsible for marketing and publicity, and it helps to know how to promote your book on social media. Check out resources and services provided by the [↗ Alliance of Independent Authors](#) and [↗ The Authors Guild](#) for starters.



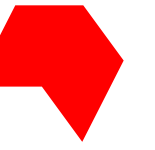
# Self-publishing route

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## Agents for self-published authors

If you are a bestselling self-published author, chances are an agency will approach you with an offer to sell your subsidiary rights. And even if you are not yet at the bestselling stage, an agent can help you sell foreign language and audio rights, negotiate film and television rights, or find a traditional publisher your next book. A common mistake is attending a writers' conference or a book fair with your self-published book in hand, hoping to meet an agent there.

If you are looking for a literary agent, you are advised to follow the process described under the traditional route to publication (see above). It is better to follow the guidelines provided for submissions and to use the success of your self-published book in your written pitch. More about that in Jane Friedman's blog [\*\*➤ How to Land an Agent for a Self-Published Book.\*\*](#)



# The role of Frankfurter Buchmesse

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Frankfurter Buchmesse features the world's largest working centre for agents and scouts. The Literary Agents and Scouts Centre (LitAg) is an exclusive workspace for employees of literary agencies whose job it is to sell translation and subsidiary rights. They usually meet, in pre-arranged appointments, with editors from international publishing houses. Access is by appointment only, meaning that the LitAg is not a place for authors to look for a literary agent and should not be your reason for attending Frankfurter Buchmesse.

Still – book fairs are a great place to learn more about publishing per se. Visiting Frankfurter Buchmesse will give you a taste of our industry and is all about finding out the latest trends, new publications, and the relevant titles within your genre. Make sure you attend talks, seminars and panel discussions to immerse yourself in

the publishing world. Frankfurter Buchmesse will also give you an insight into the independent publishers' scene and its marketing and distribution services. Attending Frankfurt is great fun and will keep you focused at the same time.

As an author you will be able to expand your network and reach out to book reviewers and the reading public, as you will receive tailor-made contact recommendations. Frankfurt Connect also contains the Exhibitor Directory and Calendar of Events of Frankfurter Buchmesse, both useful research tools prior to your visit.

For visibility beyond the fair in October, you can book one of the **➤ Digital Presence upgrades**, allowing you to present selected titles and programme highlights.



# Exhibiting at Frankfurter Buchmesse

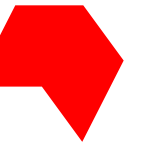
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Frankfurt is a 5-day event, with the first three days focusing on B2B. On Friday afternoon we open to the public and turn our fair into a huge book festival. Some independent authors decide to register as an exhibitor by booking a stand to showcase their work, host book signings, and sell their books to the public over the weekend.

Stand sizes start at 4 sqm, and you will have a base for the duration of the fair. You can find booth prices on our website at [↗ Prices | Frankfurter Buchmesse](#).

If going solo as an exhibitor sounds too daunting, it may be worth contacting your respective country's book association to check whether they run collective stands at Frankfurt, and what services for co-exhibitors they offer.





# Beware of scammers

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Please note that some service providers charge an exorbitant amount to present your book at Frankfurter Buchmesse. While some of these companies have a stand at the fair, Frankfurter Buchmesse is not affiliated with any of them. We urge you to be mindful when you are being approached by someone claiming to be from Frankfurter Buchmesse or saying that your book has been specially chosen to be displayed at Frankfurter Buchmesse. Please note that Frankfurter Buchmesse does not pick books to be exhibited at a customer's stand and does not ask self-publishing or marketing services to invite authors.

These links list some of the scammers we have encountered over the years, and advise how to avoid them:

[\*\*➤ Self-Publishing Services Rated\*\*](#)

[\*\*➤ Publishing Scam Alerts – The Authors Guild\*\*](#)

[\*\*➤ Writer Beware – Writer Beware\*\*](#)



# Tips, Tools and Links

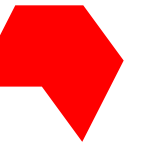
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In addition to attending book fairs, there are excellent online opportunities for aspiring authors to get comprehensive information and to network within the industry. You can join literary forums or read author blogs to get tips and help from more experienced colleagues. Hosting your own author website with biography, reading samples and contact details is also a great idea. Make sure to be present and alert, respond to emails, post on social media to attract and interact with interested readers.

We also encourage you to familiarize yourself with best practices regarding AI issues you may encounter in the writing and publishing process:

**[↗ AI Best Practices for Authors – The Authors Guild](#)**





# Tips, Tools and Links

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There are numerous websites with useful information – this is just a selection:

- **Alliance of Independent Authors**
- **The Authors Guild**
- **Artificial Intelligence – The Authors Guild**
- **Writers' Digest**
- **Writer's Digest Books**
- **Key-book-publishing-path**
- **Absolute Write**
- **Blog: Jane Friedman**
- **Recommended Resources by Jane Friedman**
- **How Can I Get Published? Penguin Random House**
- **Publishers Marketplace: Report a Deal**
- **QueryTracker**
- **Duotrope**
- **Poets & Writers website**
- **SCBWI**
- **ITI's LiteraryMarketPlace**
- **Booksellers as Allies**
- **Author Care: a Toolkit for Authors**
- **10 ways to spot a scam publisher**

# Tips, Tools and Links

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Check out the websites of writers' association in your country, such as Authors Guild for the U.S., and have a look at the various websites relating to agents:

- [Literary Agents Database](#)
- [Poets & Writers Literary Agents Database](#)
- [AgentQuery](#)
- [Association of American Literary Agents \(U.S\)](#)
- [Association of Authors' Agents \(U.K.\)](#)
- [Spanish Literary Agencies Association](#)
- [ADALI – Associazione degli Agenti Letterari Italiani](#)
- [SFAAL](#)



# Good luck

and we hope to see you at Frankfurter Buchmesse!