



SIMON TREWIN CREATIVE



LITERARY AND MEDIA RIGHTS AGENCY

Simon Trewin Ltd
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Dear Publisher,

I hope this note finds you well. I just wanted to say how excited I am about the National Book Council's ongoing commitment to producing a capital-R Rights Guide for the London Book Fair. As someone who has spent over 30 years working in the international rights business, I cannot stress enough how crucial it is to be thoroughly prepared for book fairs – these are moments of intense, high-stakes contact with an industry that is always hungry for fresh talent and new stories.

In my experience, the London Book Fair and the Frankfurt Book Fair have been directly responsible for over 75% of all the deals I've secured for my authors over the years. The atmosphere at these events is electric, and the opportunities they create are unparalleled – but only if the energy of those few days is harnessed effectively. **A simple, concise and impactful Rights Guide is one of the most powerful tools we have to turn that energy into real results.**

What makes a Rights Guide truly effective is clarity and precision. It needs to include:

- **Clear, compelling project descriptions:** these should immediately capture attention.
- **Comparable titles:** publishers need quick reference points to understand where a project sits in the market and who it might appeal to. For instance, “If you love Author X, you’ll love Author Y” is invaluable.
- **Concise and on-point copy:** with publishers meeting 50–60 potential rights sellers in a single week and skimming guides featuring dozens of titles every 30 minutes, there’s simply no room for hesitation or ambiguity. The messaging has to be razor-sharp and engaging.

I would be delighted to work with you and the other publishers whose books are selected for the Rights Guide to help edit your submissions in a way that maximizes your chances of success. It would be a pleasure to contribute to this vital step in amplifying Maltese stories on the global stage.

I’m genuinely excited about what lies ahead for Malta at the London Book Fair and look forward to supporting you through this process.

Warm regards,
Simon Trewin

www.simontrewin.co.uk