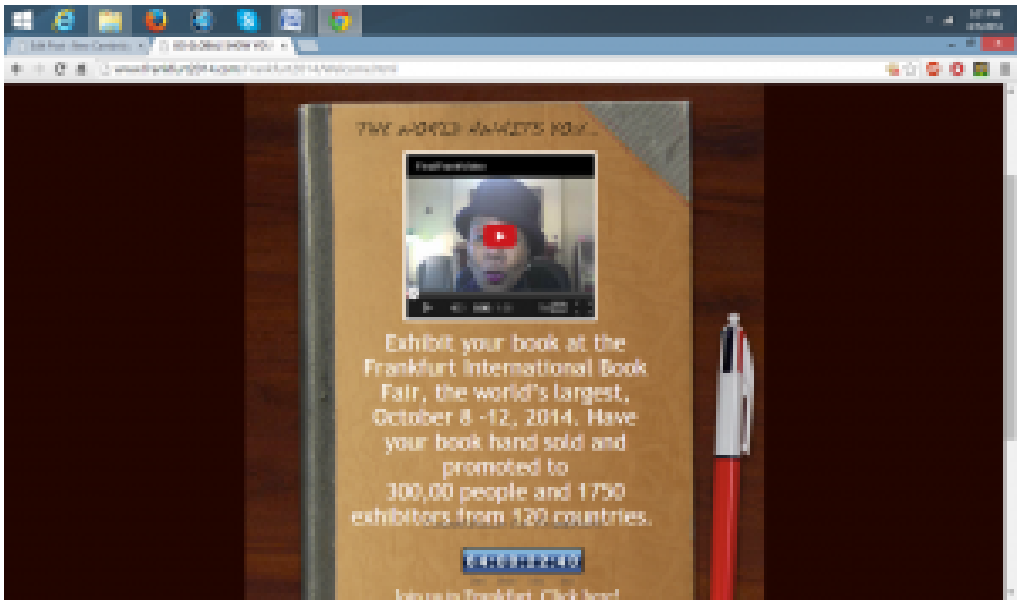
Boston writer, illustrator & marketer join forces to promote indie authors at Frankfurt Book Fair, 2014



Boston children's book author Irene Smalls has joined forces with artist/illustrator Cathy Ann Johnson and publicist Ayanna Najuma to establish 2GoGlobal Marketing--an agency to promote independent authors and small publishers at the Frankfurt International Book Fair, in October of 2014.

Frankfurt, the world's oldest and largest book fair, is attended by some 300,000 publishers, buyers and authors seeking to purchase and sell international rights to books. Approximately 120 countries are represented, at some 1750 booths.

Typically, independent authors and publishers are not represented in Frankfurt.

But 2GoGlobalMarketing will exhibit books in a Frankfurt Book Fair front row booth, "hand sell" and actively search for international sales opportunities for select books, " according to Smalls.

Smalls, an award-winning author who writes primarily for "diverse" or minority children, was told by her publishers there was "no interest" in her books internationally. But she found that was not true. "Publishers from Lebanon and China expressed interest in my titles. I would not have known that without pursuing international rights sales on my own."

According to Johnson: "Authors and illustrators must be entrepreneurs. Being represented in Frankfurt is the next step in developing our brands and literary businesses."

Najuma, who will direct 2GoGlobalMarketing's promotion at the show, said: "Many representatives merely place books on a shelf in a booth. 2GOGlobalMarketing will showcase individual books and seek out buyers at events and venues throughout the show."

2GoGLOBALMarketing is currently accepting a small number of select titles to showcase, for a $500 fee. Authors and small publishers may apply through August 31, 2014 via the 2GoGLOBAL website www.frankfurt2014.com.

Authors represented by 2GoGLOBAL are also welcome to hold book signings at the 2GoGlobalMarketing booth.

—Anita M. Harris
Anita Harris is the author of Broken Patterns, Professional Women and the Quest for a New Feminine Identity (2014) and Ithaca Diaries (forthcoming, 2015).

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