



JADE LOTUS PRESS (JLP) / JADE LOTUS LITERARY AGENCY (JLLA)

Divisions of US Global Connect, LLC

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JLP INTERNATIONAL PUBLISHING NEWSLETTERS

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Who Is the Publisher?

Understanding the Three Paths to Publication

International Readers

This newsletter is published in English as the official edition.

To read this newsletter in your preferred language, please see our **[Language Translation Instructions](#)**.

From the Publisher

Welcome to the inaugural issue of JLP International Publishing Newsletters.

The purpose of this publication is to help authors better understand the international publishing industry. Many writers are unfamiliar with the differences between traditional publishing, guided self-publishing, and professional publishing services. As a result, they often misunderstand who actually publishes their book and what role various organizations play in the publishing process.

This first issue explains those differences.

One Question. Three Different Answers

Authors often ask: "Who is the publisher of my book?" The answer depends entirely on the publishing path you choose.

1. Traditional Publishing

Under the traditional publishing model, an established publishing company acquires the rights to publish the manuscript.

The publisher becomes responsible for editing, production, publication, marketing decisions, and long-term management of the edition.

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A literary agent, such as Jade Lotus Literary Agency (JLLA), represents the author's interests but is not the publisher.

2. Guided Self-Publishing

Guided Self-Publishing is a collaborative publishing model in which the author retains copyright while Jade Lotus Press serves as the publisher and manages the editorial, production, publication, distribution, and ongoing administration of the English-language edition. Unlike traditional publishing, the author and Jade Lotus Press work together throughout the publishing process. Unlike do-it-yourself self-publishing, the author is supported by professional editorial and publishing expertise from manuscript development through international publication.

The Guided Self-Publishing Process



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Figure 1. Under the Guided Self-Publishing model, Jade Lotus Press serves as the publisher. International distribution partners help deliver books to readers but are not themselves the publisher.

3. Professional Publishing Services

Professional Publishing Services allow the author to remain the publisher.

US Global Connect provides professional editorial, design, production, and publication support on a fee-for-service basis.

The author retains copyright, remains the publisher, owns the publishing accounts, receives royalties directly from the publishing platform, and maintains complete control over future editions.

Comparing the Three Publishing Paths

	Traditional Publishing	Guided Self-Publishing	Professional Publishing Services
Publisher	Acquiring publisher	Jade Lotus Press	Author
Copyright	Retained/licensed by contract	Author retains copyright	Author retains copyright
Literary representation	JLLA	Not applicable	Not applicable
Editorial management	Publisher	Jade Lotus Press	US Global Connect
Publishing account	Publisher	Jade Lotus Press	Author
Royalties	Paid by publisher	Shared under Publishing Agreement	Paid directly to author
Production management	Publisher	Jade Lotus Press	Author (with USGC assistance)
Primary relationship	Literary representation	Publishing partnership	Professional services

Distribution Partners Are Not Publishers

Amazon Kindle Direct Publishing, IngramSpark, Draft2Digital, Kobo Writing Life, and similar companies are publishing platforms and distribution partners. They help print, distribute, sell, and report royalties, but they are not necessarily the publisher.

Jade Lotus Press's International Mission

Jade Lotus Press specializes in bringing outstanding Asian authors to English-language readers around the world. Whenever appropriate, we seek to publish English-language editions primarily for international markets, respecting opportunities for publication within an author's home country. Distribution territories are determined individually in consultation with the author and according to the publishing agreement.

Key Takeaways

- The publisher is not necessarily the company that prints or distributes the book.
- Traditional Publishing, Guided Self-Publishing, and Professional Publishing Services are three distinct models.
- Jade Lotus Press serves as the publisher under its Guided Self-Publishing program.
- US Global Connect provides publishing services while allowing authors to remain the publisher.
- Distribution platforms help deliver books to readers—they are not necessarily the publisher.

Looking Ahead

Next Issue: Traditional Publishing vs. Guided Self-Publishing—Which publishing path is right for your manuscript?

Website Standard: Every JLP newsletter, article, and public resource includes a link to **Language Translation Instructions** to assist readers who wish to use the website's built-in translation feature.

About Jade Lotus Press

Jade Lotus Press publishes professionally edited English-language editions of selected literary works by Asian authors for international readers. Through translation, editorial development, production, publication, and international distribution management, JLP helps outstanding authors build lasting international readership while respecting opportunities in their domestic publishing markets.

Learn more at jlla.ink.