



THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing For Modern Publishing Entrepreneurs

Reading time 4 min 47 sec

Hello, my beautiful Bookworm!

If you've ever had that déjà-vu feeling "**Whoa, how did this happen again?**" whenever a client or prospect decided to go and buy somewhere else or someone just unsubscribed from your beautifully crafted newsletter.

Please keep reading.

In today's Love Letter To Bookworms, **you'll learn 10 important facts about your *Mailing List* (a.k.a. contact or address list) to get you going.** Don't become too overwhelmed with the downside of this marketing tool and use this knowledge as your fuel for positive change.

For Skimmers: There's a spot-on summery at the end of this post.

My „[Be full of yourself](#)“ LOVE LETTER TO BOOKWORMS got more unsubscribes than usual.

"Whoa, how did this happen again?"

OK, not a whole lot more, just 3 people at once.

On average, I'd say 3 people hit the unsubscribe button within 6 months. This is far below the critical 1%.

As you've seen at the bottom, my message says,

"You are subscribed to The Wittmann Agency global e-Newsletter. To unsubscribe click here."

And some people actually write back, "**Sorry, I'm leaving.**", which means, they have been fired.

Devastating news during Corona.

Once in a while, I check to see if they're still (un)subscribed, and sometimes, yup - they just hopped on my list again, which makes me happy for them when they got a new job or started their own business.

Why did more people unsubscribe and why it's a good thing?

Maybe because I talked about very personnel stuff and mentioned colourful sayings. Apparently, it was my fault for not writing:

"If your kids or other sensitive eyes and souls are around and if a colourful language isn't your cup of tea, PLEASE skip this one."

Or maybe because it wasn't what they consider "massive value".

Or maybe they just wanted that free, shiny, new thing, called "bonus".

I still think the definition of VALUE is stupidly narrow today, especially in the digital space.

Be honest, my lovely Bookworm, when have you binge-watched your favourite show on Netflix, curled up on the sofa to listen to your favourite podcast or indulged in your favourite gossip magazine?

But again: **There's no greater value than an excellent story.** Successful people know that inside out.

And it doesn't have to teach me anything. Just keep me so riveted, so I refuse to go to bed until 1 a.m.

What better pleasure is there than a story you can't stop thinking about, and miss when it's over because you started thinking those characters are your friends?

Don't answer that. It's just a rhetorical Q.

I know, there are other pleasures in life. A perfect rollerskating weekend, an enjoyable family gathering and things I won't mention because they might make my E-Mail less deliverable and lead to more unsubscribers. :)

Oh, that brings me back to what I was talking about: unsubscribe rates.

The Web-Expert at my International Business School, owner of a seven-figure-business, let me into her **secret of what's a good unsubscribe rate.**

"Anything smaller than your signup rate. If you gain more followers than you lose each week, you're doing great."

But a "large" list doesn't always equal a "healthy" one - always strive for quality over quantity.

A healthy list is a high-converting one. Sometimes you have to get rid of the dead weight to keep the whole list healthy.

Since attending my International Business School 12 months ago, and implementing what I learnt my E-Mail list has changed massively, my unsubscriber rate dropped, the engagement went up, which has been a goal of mine after narrowing my niche and my Ideal Customer Avatar (a.k.a. Buyer Persona).

Most businesses get so focused on WHAT they're selling that they forget to think about WHO they're selling it to.

And yes, I'm fine every time a few say, "Bye, bye!", whether by hitting the link or by actually saying that, because I'm not for everyone and don't want to be.

To please everyone would be exhausting and boring.

You can't be everything for everybody. So stop trying.

TBH, I'm still like everyone else, and like to be liked, and sure, sometimes I want to be liked by people who don't like me because I'm still not completely out of primary school.

But I'm pretty relaxed about it when it comes to my subscribers.

You're an amazing bunch of people and I'm so happy to have you here!

Please stay as long as you want.

Now I have to get back to my tent in the backyard. My novel "The Film Club" is calling. (It's just what's good for me right now. (VALUE! VALUE! VALUE!))

With TONS of ,
xoxo
Claudia

Here's what you learned in a nutshell

#1 Fact: To see any of those things, you need a rock-solid list of subscribers / customers first.

#2 Fact: An average opt-out on a mailing list can be anything from less than 1% to 5%.

#3 Fact: Most people on your E-Mail list are probably *lost tourists*. This audience is highly untargeted and can come from anywhere. These people have no knowledge of who you are, what problem they have, or what solutions might fit them.

#4 Fact: Around 30% of all E-Mail users change their address every year. In the past 9+ years of my own business around 50% of my contacts changed their jobs or companies. Sometimes people or companies switch to a new E-Mail service provider after being sold to a new owner or they will disable their *old* account without any re-direct so that it's no longer active at all.

#5 Fact: Folks just opted in for the initial benefit (e-book, free class or webinar or any other cool downloadable resource) and they opt-out sooner or later, as they weren't really interested in you or your services just yet.

#6 Fact: Only about a 1/3 of E-Mail subscribers actually convert.

#7 Fact: You should create a list for passive subscribers (it's not the same as inactive!) and send them a re-engagement campaign. Works wonders.

#8 Fact: You should ditch all people on your list, who weren't reading your posts or E-Mails in the past 3-6 months for good. You could have the greatest product or service on earth, but if you're trying to sell it to the wrong person — you're never going to hit your sales numbers.

#9 Fact: 205 billion E-Mails are sent every day. Not all of those are being read and service providers are doing a lot to prevent spammy, irrelevant or *triggered* E-Mails ever reaching their recipients.

#10 Fact: You send E-Mails too often (or not often enough). No one wants daily E-Mails. On the flip side, people forget about you if you're not consistent. Weekly E-Mails are more likely to get results.

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The Wittmann Agency
Lutherstrasse 23
06886 Lutherstadt Wittenberg
Deutschland
contact@the-wittmann-agency.com
www.the-wittmann-agency.com
USt.-IdNr. / VAT-Nr. DE279052110