

THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 3 min 47 sec

Good Morning, Claudia!

I gotta say...

When I was writing my article [Scared, confused and overwhelmed? Help inside!](#) back in March 2020, I had no idea how long the coronavirus pandemic and its effects would be going on. You?

Now, so many stressful months on, it's crucial more than ever, for burnt-out solopreneurs, time-strapped publishing executives and overwhelmed authors, publishers and other creatives alike to understand the new trends that are having a major impact on our society and the way we make decisions.

Why is it important for your brand?

At a time of disruption and increased uncertainty consumers need more help than ever exploring and evaluating the many options of the purchasing journey.

In today's *Love Letter To Bookworms*, I'm kicking things off with **5 straight-to-the-point, rock-solid and up-to-date online marketing tips** to supercharge your New Year under the *new normal*.

Especially for those of us, who are here to create massive success and fulfilment. You'll learn how to make YOUR customers feel like: "Wow, that's a steal!"

#1 Have a clear, consistent and original message.

Clear: Whether it's a product, service or any other beautiful thing, we all need

to understand what you're saying, first and foremost, because a confused mind always says no.

Consistency: Know your elevator pitch and stick with it.

Original: Stand out in a sea of sameness.

All three (clear + consistent + original) combined, you're poised for world domination.

#2 Google-check your brand for (#1) your messaging.

If I would search your brand and look at all your platforms and links, do I see a repetitive messaging?

You shouldn't be a "creative and speaker" over here and a "publishing strategist" over there.

#3 You need to be authentic, emotional and also rational.

Authentic: People can spot a fake smile from a mile away.

Emotional: When you make (the right) people feel, they buy.

Rational: Sometimes you just need to tell people that your lavishly looking, CO2 neutral produced cookbook offers 111 delicious vegan twists on classic all-year-round recipes. Just don't lead with it all the time.

#4 Keep it simple.

Everyone already has to make thousands of decisions per day, so why complicate things with more choices? Make a clear statement, what's about.

#5 Hire an expert.

[Sure, I've dabbled in WordPress](#). But could I make sure all my licensing contracts are bullet-proof, worldwide accepted and comply with the German, European and international law without the help of my excellent solicitors? Hell no. Big-time brands call for big-time support.

So, Claudia, now you're all set!

To a great year for you and me and everyone we know!

With tons of love  and excitement.

xoxo Claudia

P.S. If you're ready to dig deeper for more clarity, for some training to uplevel your ability to communicate, market and serve so you can stay profitable and purposeful in any economic weather to maximize growth and results, [dial in](#)

[for my Explore & Navigate.](#)

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Well, today's the day. This year's your year.

[LOVE LETTERS TO BOOKWORMS](#) | [MAGAZINES FOR BOOK LOVERS](#)

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