

THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 2 min 42 sec

Good Morning, First Name!

Started last week with the [TRANSLATION OF LICENSING MATERIAL](#) I'm going to add some more powerful resources from my mentoring to your business toolbox to get you going and off the fence of my [EXPLORE & NAVIGATE](#).

Remember: Nowhere else on the internet (not even the dark web) can you purchase these *The Wittmann Agency* vault treasures...

Ready?

Continuing with a brief primer on when to save and when to spend on

PHOTOGRAPHY FOR A GLOBAL AUDIENCE

Everyone was once a beginner.

Whether you're a new business building your web presence for the first time, putting together sales and marketing material for global prospects at Frankfurt Book Fair, or a well-established business revamping your online and offline presence to serve an international audience, the cost of professional photography might prompt you to wonder if you might be able to get by without it.

Is professional photography an item on your list that is seen as expendable?

If you're not sure what your business is and how you're going to make money this is NOT the time to spend €3,000 on headshots*.

You might secretly think: "Why not take some pictures yourself or use free stock photos?"

Great images make a huge difference to the look and feel of your business website, your catalogue, your products, your marketing material etc.

DO NOT be tempted by cheap and easy. Don't use stock images (location, products, headshots, processes) on your branded website nor in your branded** marketing material, this is not (visually) appealing!

Barter with a friend, work with a student or find some other way to get inexpensive headshots, product and location photographs or other photos for your business just to start with.

Ninja Tip: Lack of funding is still no excuse for poorly photographs and red-eyed monsters!

Humans are very visual creatures.

Want to start booking speaking engagements, [giving interviews](#) or organize book reading events? Ready to step into PEN International? Building a professional custom website for an international readership?

Then it's time to upgrade to high-quality professional photographs.

WYSIWYG

Remember WYSIWYG — a term used by programmers that means "What You See Is What You Get".

Send high-quality photos (cover mockups, location, products, headshots) to your web, book & cover graphic designers, printers, press & media*** associates as well as to your collaborating freelancers, including your foreign rights licensing peers, you'll get a better end result.

You're a work of art in progress?

Still in process of building out your physical location, setting-up your business or redo your website?

DO NOT send your designer, freelancers nor your foreign rights licensing partners photos of unfinished spaces or incomplete material (it's not the same as raw or intermediate material like book or cover proofs).

Wait until the project is complete, then have professional photos taken – it's worth it to wait to have incredible persuasive imagery for your entire marketing and sales material and your website.

If you're talking about your work, you'll want pics of you working.

My first high-quality professional shoot as a new business owner wasn't just

for the new and upcoming website, but also for photos I'd use on social media, in media, interview and speaker headshots, keynote slides, catalogues, promotions, marketing material and who knows what else.

It also proves helpful when networking at events or book fairs – just make sure your pictures are an accurate (even if airbrushed) up-to-date version of yourself.

Now that I'm consulting more digitally and over the phone and launching my own products, it's more important than ever that people can connect with me visually.

Have questions or need recommendations, First Name?

Want more?

My [EXPLORE & NAVIGATE](#) is waiting for you.

Stay safe and healthy!

With  and gratitude,
xoxo Claudia

P.S. If you love a post, please leave a comment (I read and love every one of them) and share! Share it on Facebook, share it on Twitter, share it wherever you share. I know who my best sharers are, and love them longtime.

***Headshot:** A professional-looking head-and-shoulders photograph used for business and promotional purposes.

**** Branding:** A consistent message and representation of identity and image that helps prospects, readers and clients to connect with you, your business, your products and services.

***** Press & Media Kit:** A package of key information to send to media or journalists, retailers, book bloggers, event planners, editors, foreign rights licensing peers or anyone who plans on writing about an author and their book. May include an author photo and bio, a book cover image, a full synopsis, a one-sentence description, book details, frequently asked questions, an excerpt, and reviews or media coverage.

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