

## THE WITTMANN AGENCY

### Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

#### Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 4 min 11 sec

## Good Morning, First Name!

There's an online joke on the www that goes,

**"Where should you bury something that you don't want people to find?"**

The answer: On the second page of Google.

Ouch!

That hurts but there's some truth in it.

**Ready to set yourself up to grow globally + digitally and press digital bullsh\*t PAUSE?**

So, if you're at home, hop into your old-school fleece sweats with drawstrings and elastic cuffs (Wish I could see ya!) – if you're at work sitting in your company's office get a hot cuppa with whole milk and make yourself comfy.

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

## YOUR WEBSITE FOR A GLOBAL READERSHIP

**You only have two choices.**

When it comes to your website, you only have two choices and that's actually a good thing!

**Choice #1.** Create your website yourself, which means, building your site on WordPress or another DIY platform like Shopify, Squarespace or Kajabi, and you really teach yourself how to set-up a website and create new pages or do basic changes.

**Choice #2.** Hire somebody to do it for you, meaning have your site designed, developed and maintained by a pro, who'll help with any related other tech issues.

### **Rookie or Rocky?**

Are you just starting out and don't have a clear vision of what your business is? This is not the time to invest big bucks of €€€ or whatever your currency in a custom website. Better, you should have an established business or at least a clear understanding of who you are, what you do and what you want to achieve.

The clearer you are about what you do, offer and your business is, the clearer your communication will be on your up-coming website or if you're hiring it out – with your designer to make it happen for you and so the designer can serve you best.

Not sure of what you're doing but just want to get something up? No problem. There are tons of free and low-cost template resources and beautiful one-page websites to get you started.

Ninja Tip: I highly recommend working with a [solid WordPress framework](#) (which is a popular choice for writers, bloggers and coaches) and pre-made themes such as Astra, Divi or Genesis — long-standing and created by reliable companies — that way, when you are ready to upgrade, it'll be easier to transition to a custom solution.

### **KISS (Keep it simple + stupid)**

Keep it simple, keep it clear — if you're not a graphic artist, an art-deco font creator or designer, keep the imagery and fonts to a minimum.

I'd rather see a clean, uncluttered website with a strong call to action than a bazillion home-made graphics, in 30 futuristic fonts (Publishing pros won't like that as they have a strong understanding of typography!)

I wouldn't want you to run an un-classy, opt-in crazy website but you always do get what you pay for – if you go the DIY route, understand that your site will probably look homemade.

Prove that your business concept works, then save the €€€ to upgrade later.

### **When spending big bucks?**

Got a solid business and you're ready to take it to the next level?

Are your current clients frustrated with your home-grown site?

Have specific functionality requests that go beyond your neighbours' high school's son tech skills?

Want to show the world that you're the expert in your field?

This is the time to work with an established designer – someone who will work with you long-term as you clarify your brand and create a cohesive identity across the web.

Don't be surprised if your hired designer recommends you starting from scratch. If you've been bootstrapping it until now and used DIY work (in the eyes of a pro substandard), the designer will tell you, it's time to tear the house down and build a solid foundation – from the underlying framework of your site to solid content and structural review.

It'll be a substantial investment but you'll be more satisfied in the long run if you trust your designer than if you try to save elements from your €1,000 budget site.

Aim to create a long-term relationship with your designer (same with your international foreign rights licensing peer) rather than hopping from cheap to cheap. (Book publishing people love to communicate and share their lessons learnt from bad experiences.)

Ninja Tip: Did you spend 30k+ on your brick-and-mortar and still want to DIY your site? There's bound to be a huge disconnect between your online presence and your physical location – your site is most likely your visitor's first impression, not the imported oriental rug in your office.

Now press play on yourself and keep going!

Have questions or need recommendations, First Name?

### **Want more?**

In 2020 my [EXPLORE & NAVIGATE](#) is open until 15th December and re-opens on 11th January 2021.

Remember, all progress comes from making a brave decision. Often that decision is simply to act. So get moving.

Do your very best with what you have, from exactly where you are right now.

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.

**P.S.S.** Whenever you're ready, here are 3 specific ways I can help YOU and the #WritingCommunity through this time:

1. **Download my eBooks to boost YOUR business online with me...for FREE!** [Click here.](#)
2. **Read my Coronavirus Support Guide.** Because a strong, healthy, and calm you will have a powerful effect on those around you. [Go here.](#)
3. **Grab my Magazine For Book Lovers Spring & Summer 2020!** If you haven't already, [jump over to my download area here.](#)

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