

## THE WITTMANN AGENCY

### Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

#### Online Marketing For Modern Publishing Entrepreneurs

## Hello, my gorgeous Bookworm!

Last week I returned to my international business school and my lovely fellows after my [new website](#) finally went online after 3+ months of programming, coding and designing.

One of my fellow students got an offer from a web pro for a new website without any extras or an integrated shop and she asked whether she should go for it or not.

The offer for this simple website without shop integration was higher than *Mount Kilimanjaro*.

Holy Cannoli – can this site doing the dishes, too?

**As a creative, you have to be VERY careful about where to invest your money.**

And web professionals can go under many different names: web designer, developer, graphic designer, programmer, even virtual assistant.

Be aware that not all of them know web coding best and some only perform non-website related administrative tasks.

## Here's what I learned developing my new website – 5 Quick Website Tips you Need to Know:

### 1. Is there any advice I'd love to give over and over again?

Yep! Simplify, simplify, simplify!

Step away from the crazy fonts, bling-bling and fancy sliders. Following website trends is the quickest way to date your website, so unless you want to update it

every year, stick to a clean and simple look.

Obviously, I love graphic design and believe it's a crucial component of your branding, but as your work evolves, so will your website.

Better to keep things simple and flexible rather than chase perfection.

If people land on your site and immediately understand who you are and what you do, you've succeeded.

## **2. What do creative entrepreneurs worry about unnecessarily?**

They all think, "I can't launch my website OR business OR service OR product until I have X number of blog posts."

This isn't true. You really and truly don't need a backlog of blog posts (I still have none – but you're going to find me in your inbox E V E R Y Monday.) when you're launching anything.

Build your foundation first. Start with the website and come back to the blog later or turn to Insta, Facebook or Twitter or whatever suits you best.

And make sure you have some sort of offer on your website.

**Ninja Tip:** If you're biting off more than you can chew, you'll never end up swallowing.

## **3. What question do I hear from fellows all the time?**

"Should I show my rates on my website or not?"

After 9 years in business have to say: „Yes! Show the price!!!"

Be upfront about what you offer and how much you want to get paid. (I've done it by sending my 'Catalogue of Services' upfront in the past.)

I've heard people argue in favour of "hiding" the price so they can sell you during a sales call or as a hook to get people on your list, but I've ALWAYS found that technique invites tire kickers.

On the flip side, being transparent about my prices has always set the tone for my value.

## **4. What do successful creative entrepreneurs have in common?**

Hands down, it's the ability and willingness to research.

When presented with a problem, are you the type of person who throws up her hands in frustration?

Or do you use Google, DuckDuckGo or Startpage and ask friends and watch videos?

I can honestly credit this one skill as a main reason why I'm still in business.

And yes, when I first started I had to go to full length to figure things out. The more inquisitive you are, the more likely you are to succeed.

**Ninja Tip:** The first search engine result usually isn't the best answer. Keep digging.

### 5. Got a quick tip on how to make a website instantly more effective?

Don't put clients in your portfolio if you don't want to work with them again. Don't show projects you don't want to repeat.

Whatever you want more of, put that front and centre.

**Ninja Tip:** Build your site for the business you WANT, not necessarily the business you have.

As you see, websites are a loaded topic. Unless you're a designer or developer – and sometimes even then – this area of your business can be a source of frustration and fear.

The good news is that by simply reading this LOVE LETTER TO BOOKWORMS you've already taken a huge step towards education and empowerment on this topic.

**Launching (or relaunching) your site soon?** Want a fresh pair of eyes looking on your site? What can you remove what no longer serves where you want to go? Need advice because you don't want to miss a thing when your business depends on it? And if you want even more help along the way, definitely consider my [EXPLORE & NAVIGATE Strategic Consulting](#) – February is coming up faster than you think!

In the meantime, here's one of my latest success stories to watch – if you're feeling overwhelmed by all this website talk:

## Bernie Otis: HOW TO PREPARE FOR OLD AGE – Cover of the upcoming Korean Edition –



[Download English Factsheet HERE](#) – SOLD to South Korea and Germany – **and you should grab your language rights before somebody else does.**

Be kind to yourself and move at your own pace. Stay in your lane and bring your courage, faith, and playfulness to this process.

Now tell me: Which of these brilliant insights can you put into practice today?

Just click reply to this E-Mail and let me know.

All my love 💕 and talk to you soon,  
XO Claudia

P.S.: Love my **Love Letters To Bookworms** to bits? Forward this to a friend so they can get in on the action and sign up below. Thank you for reading and sharing, Claudia

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