

## THE WITTMANN AGENCY

### Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

#### Online Marketing For Modern Publishing Entrepreneurs

## Hey, hey, my lovely Bookworm!

Oh my goodness. Can you believe it?

The appetite for reissues during this global pandemic does prove not only that many books aren't perishable, but that they can work just as well or even better decades on from original publication.

This week's LOVE LETTER TO BOOKWORMS is about using intelligent, strategic, and soulful strategies to help your customers and readers commit to buying your products, books and services online.

**Remember, when you're selling something that changes people's lives AND you have their best interests at heart, it's your responsibility to be a strong, effective and ethical marketer – now, more than ever.**

Today an idea worth \*stealing\* from me to attract more readers, more buyers and more raving fans to your business.

Just grab my advice I gave to – I'll call him Mike (His name is not Mike) – who asked me:

**„What can we do to help sell rights to titles especially those coming out this year and the two or three titles that are doing well (reasonably) here. I am asking our consultant as well but international rights is not expertise - that's you! :)“**

Fantastic question! So I wrote some advice back to Mike and here's what I answered:

We human beings instinctively do things that we see other human beings doing. We are highly influenced by others whether you wanna believe it or not. This is the principle of **social proof in action**. And in terms of marketing, social proof comes in many forms.

#1. **Customer reviews** and **blog post**, the number of reviews and post, what those actually say. You wanna think about **Amazon or Goodreads** and how you use those as a customer (same applies to readers and buyers).

#2. Other forms of social proof are **customer testimonials**. **Case studies** that you gather as a business owner. Now, these are often real-life success stories of your happy customers that have read your books and they love you. Remember, when you provide an outstanding customer experience and you really deliver the goods, people are happy to sing your praises and endorse you.

#3. In the world of **social media**, social proof also comes in the form of **comments or retweets**. **Likes on your Facebook page, comments on your Facebook page, views on your videos**. Why? Because when we see a lot of other human beings enjoying something, we instinctively pay more attention. It's just how we're wired.

#4. Social proof also comes in the form of **press mentions, author interviews, awards, nominations, celebrity endorsements, or your association with other brands**.

#5. **I believe you can never have enough social proof**. I mean, think about it, if you were deciding between two children's books, all else being equal, and one book had 155 4-star and 5-star reviews, people were like freaking out over this book and the other book had just like 3 4-star reviews. Which one would you instinctively buy? Be honest. You know you would buy the one with a boatload of people doing cartwheels over it. It's just the truth.

**Remember, book reviews are on books that are \*new\* to the reader, not the publishing market and most of them usually have been out for years.**

I can't wait to hear from you, my sweet Bookworm.

Get moving, and do your very best at your own pace during this crisis.

Don't feel guilty about doing business right now. Do it with heart, compassion and kindness. YOU're needed to get our global economy back on track.

All my love ❤️,  
xoxo Claudia

P.S. If you want to dig deeper into modern marketing to boost your sales, consider my [EXPLORE & NAVIGATE Strategic Consulting](#).

P.P.S. If you haven't already, jump over to my [Magazine For Book Lovers Spring & Summer 2020](#)

P.P.P.S. Do you know any talented, hardworking people who struggle to get their work out there?

Share this E-Mail.      They'll thank you for it!

## THE JOURNEY WITHIN

- by Imre Vallyon, which is being published by **Sounding-Light Publishing, New Zealand**, exclusively represented by #TheWittmannAgency (WORLD RIGHTS, excluding ENGLISH WORLD and HUNGARIAN RIGHTS, these are with the Proprietors)

### What's about

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**The Journey Within** is a print compilation from the popular Spiritual Path Series of ebooks by Imre Vallyon. It offers the spiritual seeker an accessible yet comprehensive introduction to the Universal Spiritual Teaching, stressing the need for right understanding while walking the Spiritual Path in today's world.

In short, what's about:

“Every living human being has a physical body, a temporary house, but we also have a source from which we have come, a divine source. The Spiritual Path begins for you when you have a desire to reconnect to that source. And then you are faced with a dilemma: how do you reconnect to your Source?”

In **The Journey Within**, Imre discusses with clarity the big topics that are commonly encountered by the spiritual aspirant:

- #1 The inner nature of our being and the cosmos;
- #2 The importance of reconnecting with our higher nature through meditation;
- #3 What happens after death;
- #4 How to work with the law of Karma;
- #5 The importance of developing love and wisdom in our lives; and
- #6 Why not all spiritual paths have the same result.

**Recommended for:** This is an introductory level book that clarifies the big topics commonly encountered by spiritual aspirants and has a very broad appeal for nearly all ages.

**Available options:** full English manuscript available

### What readers say

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#### Five Stars

„Great book so much in here and easy read.“

– Norma L. Hook, Amazon Review (5 stars)

### **A Good Spiritual Resource!**

"The Journey Within by Imre Vallyon explores the very personal journey within the self aimed at achieving real happiness and fulfilment on a spiritual level. The way out of struggle is to reconnect to the source through the prism of periodic meditation and self-fulfilment.

Vallyon discusses the Spiritual Hierarchy which attaches itself to reason and understanding as a condition precedent to achieving our final destination to self-fulfilment. The book relates the beatitudes to the spiritual light we seek by the end of having lived a good life. At the end, the author lists 130 very meaningful meditations to amplify the spiritual side of daily existence....

Overall, Vallyon's book is an important contribution to understanding the spiritual side of human existence, as well as, a methodology for connecting to the elusive and unquantifiable domain of the spirit."

– Dr. Joseph S. Maresca, Amazon Review (5 stars)

### **Explore Your Inner World**

„Imre Vallyon offers a view of human spirituality not obtained from scholarly research, but from issues from within a soul essence and personal experience.

READ THIS BOOK to guide you towards your own state of Illumination, right knowledge and saving knowledge, which leads to eternal consciousness and to discover the true spiritual path that many seekers yearn for.

Discover that everything that is spiritual is already within you-the kingdom of God or the Universe is within you and that nothing that happens in this physical dimension can affect the eternity of your soul.

Begin to sense yourself as living souls beyond time and space, a reincarnating soul beyond the physical body and personality or ego awareness.

A wonderful approach in words and experiences to awaken your heart and mind to remember your soul that explores this physical world and continues to grow and fill you with love, peace, joy and the very truth of life.."

– Sheryl Glick, RMT, host of Healing from Within, Amazon Review (5 stars)

### **Excellent resource for spiritual mat(t)ers**

"An excellent resource for spiritual matters. Imre writes in a conversational tone sharing time tested spiritual information. Many of the deep thought spiritual questions are answered such as what happens after death, understanding karma, and the true purpose of meditation."

– Monique Chapman, Amazon Reviewer (5 stars)

## **About the author**

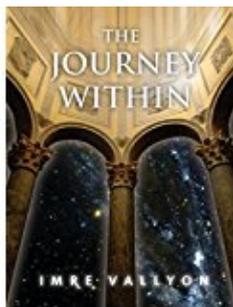
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**Imre Vallyon**, born in 1940 in Budapest, Hungary, Imre Vallyon emigrated to New Zealand at the age of sixteen. Imre's extraordinary knowledge of human spirituality is neither derived from scholarly research nor channelled from the psychic dimensions. Imre's work is one of synthesis.

His writing is universal, not biased towards any particular religion or tradition. His Teaching spans the full spectrum of human experience: reaching through time, illuminating the great Spiritual Teachings and Sacred Languages of our planetary history while pointing the way to the future.

Over the past decade, Imre's writings and talks have been focused on the momentous changes of our planet. The four-volume treatise *Heavens & Hells of the Mind* (exclusively represented by #TheWittmannAgency) was awarded first place in the prestigious Ashton Wylie Charitable Trust Awards and won a gold medal in the *Living Now Awards*.

And here the cover:



## **Foreign Rights Licensing**

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And....

**YOU have the power to choose what you'll focus on, what actions you'll take, and what thoughts you'll empower, believe in, and ultimately bring to life.**

Have an outstanding week and I'll talk to you again soon.

With all my ♥♥,  
xoxo Claudia

**P.S.** Sharing really is caring, help your publishing friends by forwarding this E-Mail now.

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