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THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing For Modern Publishing Entrepreneurs

Hey, my sweet Bookworm!

Have you ever met someone with a truly great product or service and secretly wondered why they aren't more successful?

For example...

I have a freelance friend who does outstanding work for decades.

She's full of integrity and brilliant at what she does.

But she struggles when it comes to her business.

Digital disruption. Not enough customers anymore. Inconsistent, irregular and unpredictable income has become her 'new normal'. Far too much stress and insecurity when it comes to her finances and the overall health of her business.

The truth is that many entrepreneurs, freelancer and small business owners — especially creatives — have strong negative associations with marketing, and feeling a bit 'meh' especially when it comes to online marketing, money and sales.

There's a good reason for this.

In the past, a lot of morons have abused marketing and used really tasteless psychological strategies as a way to manipulate people.

But you know what?

That old, outdated approach doesn't work anymore.

Today, what wins hearts and minds are people who are REAL. We appreciate and do business with people who speak truthfully. Who communicate with sincerity, compassion, and understanding.

This is an entirely different approach to marketing that's not only highly effective but brings out the best in humanity — not the worst.

But here's the problem...

Most creatives don't realize that this kind of marketing even exists. They still believe that marketing is stuck in the 'old days' and is slimy, unethical, and manipulative. (In the beginning, I've been massively criticized by former colleagues, pals and freelance peeps for my professional headshots on my website as being too 'salesy'.)

Because of that distaste, they make the tragic error of trying to "delegate" their marketing to someone else. ("My neighbour updates my website for a few bucks."). Or even worse and sadly more often, they ignore it altogether. ("Nah, I'm outta dosh!")

Eventually, this will kill your business sooner or later.

If you can't attract enough of the right clients, or have trouble charging what you're worth, or can't seem to get enough people to listen to your ideas or message...

A mistaken, outdated mindset about marketing is likely the cause.

What's more, marketing is *not* an area to delegate to someone else. It's not an area to hire out or entrust to anyone, especially in the beginning. This is especially true if you're a small business owner with limited resources and a small budget.

So, please take to your heart, what I said to my freelance friend...

YOU are the best person to market and sell what you do. I promise that you can do this. It's not nearly as hard or as scary as you might think.

Then I gave her my [FREE educational guides](#)



and was sharing with her the modern way to think about and approach marketing.

She seemed hesitant but a couple of days later she wrote:

"This incredibly well-written guides exceeded my expectations: clear, concise and easy to understand. Chapeau! Your guides have become my favourite resources, that I use in my daily business. HIGHLY (!!!) recommend it. Quote me on that!"

In fact, if you have a product, service, or idea that you're committed to getting out into the world...I'll promise you my guides will give you the first kick in the pants and change the way you think about and execute your online marketing.

A strong statement, I know. But I stand by it.

If you're already investing the time and energy to start and grow your business — don't you think it's wise to give yourself the best possible chance for success?

Of course!

So give yourself the gift of mastering the ONE skill you need to make sure your products and services reach those who need them most: **modern marketing**.

Part of my role as your mentor is to help you learn to make WISE decisions for YOURSELF as you go forward in time.

My guides will get you started. [If you're ready to dig deeper, I'm here to give powerful help.](#)

Thanks for reading and I'm excited to see your replies.

With soooo much  love,
xoxo
Claudia

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!

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