

THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing For Modern Publishing Entrepreneurs

Hey, my beautiful Bookworm!

I'm taking a break from my regular LOVE LETTER TO BOOKWORMS to get in touch with you – heart to heart – to share my thoughts and recommendations related to the global coronavirus pandemic.

Why?

I got infected with the Swine flue (similar symptoms like corona but outbreak within one hour) at Frankfurt Book Fair 2009 and survived in quarantine without vaccine but with medical assistance over the phone.

Most important: Wherever you are in the world, I hope you, your families and all your loved ones are safe and healthy.

Like you, I'm carefully watching the unfolding of events. While no one knows what the next few weeks or months have in store for us in terms of how Corona will impact our daily lives in the world at large, what I can say for sure is that I'm here for you and will do my very best to support you.

A lot of people feel afraid, confused and overwhelmed in this uncertain, difficult times.

My hope is, that we'll make it through and going to come out stronger than before.

Here a few simple steps that will help you transform panic, anxiety and overwhelm into preparedness, solution-oriented, purposeful action.

1. Do your part to fight the pandemic.

Depending on your geographic location, please follow the official recommendations from your local health officials. For example, I just cancelled all upcoming travel, because the health and well-being of my clients, my peers and my family is my top priority. Nothing is more important than keeping people safe. Be prepared for a lockdown in your region or country to stay in for about 4-6 weeks.

2. Wash and scrub your hands regularly for at least 20 seconds with soap. Sneeze and cough into your elbow, not your hands.

3. Don't come to the doctor, hospital or emergency room unless it's an absolute emergency. Contact your GP by phone or online first.

4. If you have a family member or friend in medical care or quarantine right now, send them a message to tell them that you think of them and offer your help.

5. Look after elderly relatives or neighbours who are more likely to get seriously sick from coronavirus and help them to stay in.

What else can I do?

Here's what I'm personally doing. And I'm not saying these are the steps you should take. I just want to be open about what I've done and I'm doing.

As the leader of my company and a global citizen, I continue working for you but switched from travelling to the home office (virtual office only) instead. Many of you will be working from home now with spouses, kids, etc. around and it's okay that our work dynamic shifts. That's to be expected.

We're planning to spend the next 4 weeks (perhaps 6 weeks) inside the house. I'll take walks outside and be in the backyard, but that's it. While that may not be necessary, we're planning for the worst — a full lockdown.

That means I've got food, medicine and toiletries etc. to literally stay inside for the next 4 - 6 weeks if needed, so we can not only stay healthy but be part of the solution of reducing the spread to others.

I've been connecting with an elderly widow in her eighties in our apartment house, who has no loved ones around and offered her to help buy things and talks over the phone in case she might feel lonely or to put things into perspective.

And of course, I'll be in your inbox each week too!

I trust that you can make wise, appropriate choices for yourselves. But this is what I'm doing at the moment.

BUT how to approach business during coronavirus outbreak if you're afraid folks aren't buying anything right now?

My suggestion is to use this time to focus on doing your biz as best as you can and focus on your long-term success. Use this time wisely.

Want doing something incredible for authors and publishing peers during coronavirus pandemic as a publisher?

Keep paying royalties on time even in this uncertain, difficult times to support the writing community around the globe.

Need more help?

Here the link to the [COVID-19 & Freelance Artists](#) website. This list is specifically designed to serve freelance artists, and those interested in supporting the independent artist community. This includes, but is not limited to, actors, designers, producers, technicians, stage managers, musicians, composers, choreographers, visual artists, filmmakers, craft artists, teaching artists, dancers, writers & playwrights, photographers, etc.

To keep you inspired, here a short-list of my most popular LOVE LETTERS TO BOOKWORMS.

Stuck in a negative thought loop?

- How to [silence self-criticism](#).
- How to [handle copy-cats](#).
- How to [build unshakeable inner strength](#).

Want to accomplish a big goal?

- How to [get more done](#).

- How to [avoid the 5 most common online mistakes.](#)

Want more customers to say, "YES, please!"?

- How to [be more persuasive.](#)
- How to [practice modern marketing.](#)
- How to [stop wasting opportunities.](#)
- How to [write an ABOUT page that converts.](#)
- How to [manage social media.](#)
- How to [get more of your IDEAL subscribers.](#)

Can't make a decision?

- How to [find great creative resources.](#)
- How to [communicate efficiently.](#)
- How to [figure out what YOU want.](#)

In the meantime, please take really care of yourself and if possible for you, please stay home or practise social distancing. It's an easy sacrifice to take care of ourselves, each other and our global community.

With all my ,
XOXO Claudia

ps - What would you love my help with next? Let's stay connected to our incredibly kind and creative global community. I will do my very best to support you.

Want even MORE?

- Weekly motivation
- Curated tips & tools & deals
- Exclusive giveaways

Well, today's the day. This year's your year.

[LOVE LETTERS TO BOOKWORMS](#) | [MAGAZINES FOR BOOK LOVERS](#)

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