



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 3 min 04 sec

Hey, Claudia!

The world is just friggin' serious right now. So I thought: I'm sure, we all need a laugh right now.

Humour breaks the ice.

I know most brands typically don't go the humour route in global business because it's too tricky. But some brands have effectively weaponized wit.

They know: Being too serious with your sale makes it harder to break down those emotional walls with your clients.

Whatever product or service you sell – it's an opportunity for everyone to forget about all that seriousness and just smile and enjoy something, if but for a brief moment.

Since my mind is on E-Mails right now (I'm done with updating my free [Masterclass 5 Secrets To Boost Your Newsletter Results \(And Sell\)](#) and still putting together my new course), the movie "Call Me By Your Name" made me think of, well, the names some people put in the First and Second Name field when they opt in to an E-Mail list like my [LOVE LETTERS TO BOOKWORMS](#).

Who gets to be funny?

I myself used to opt into someone's list as "Axel Schweiss", which is read in German as "Achselweiß" (in English = Armpit Sweat). So every time she emails me, it says, "Hey, Armpit Sweat".

I don't know why others do it, using a fake name, I just do it to prevent my name and E-Mail from being spied, sold and misused for E-Mail Spam and unsolicited bulk E-Mails.

Unaware that we're sending the message across: "I want what you're sending me, but you're not going to have the privilege of calling me by my real name!"

Also, I guess we don't want to be fooled into thinking the E-Mails are real E-Mails that go just to us. And even when I see "Hey claudia" — my name all in lowercase, as I entered it — I often skip it. But when I see " Hello The Wittmann Agency" — which means I never signed up for, I delete it. And it might be something I'd want to read.

Try not to take yourself so seriously.

One of my Bookworms goes by *docskhu*. Might I say: what an honour...uhm ...*can't pronounce it*.

You can't get everyone to enter their real name, but there are plenty of ways in your power to make your E-Mails otherwise intimate, irresistible and entertaining.

Loosen up and make your marketing fun where you can.

I know, as tempting and attractive humour may be as marketing communication, it is not easy to use. So, when you're just talking about the benefits of your enriching voice-over service or your latest gripping thriller or whatever it is that you sell, keep following in mind:

How to make your customers laugh without losing your credibility

- #1 Don't poke fun at sensitive social, political, cultural or religious issues.
- #2 Don't address elephant-in-the-room issues all the time.
- #3 Don't trust your sense of humour. Your target audience may not get the joke that makes you laugh.
- #4 Before running a funny add or campaign, make a list of all potential harm it may cause on one hand and arguments showing that your brand will fit the silly tone on the other.
- #5 Get witty. Make fun of yourself. Play with words.

Consumers like me will LOVE you for it. Especially at this particularly *not* super fun moment in time.

And keep your eyes on your inbox, because my new course is coming your way. They'll show you how to write such good E-Mails, people can't help opening, reading, clicking, considering your works and buying.

If you want me to call you by your real name, and I'm not, you can hit the handy reply button and tell me. My E-Mail service provider doesn't offer an "update your profile" link to change it for safety reasons.

Happy Monday, Claudia — if that *is* your real name.

With so much love .

xoxo Claudia

P.S. Want another laugh? [Watch this, if you haven't by now seen the lawyer trapped in a cat's body in Zoom court.](#)

P.P.S. If you need help lightening up your global marketing, branding and copy authentically, [I'm now booking for my Strategic Consulting for March and April.](#) Reply to this E-Mail and we'll set up an appointment. At the very least, we can have a few laughs and giggles.

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!

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