



## Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

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### Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

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Reading time 2 min 04 sec

# Hello, Claudia!

Woke up feeling a bit ugh.

We have January 2021 and this year has already given us enough drama for multiple books, movies and TV episodes.

And as much as I love action dramas and surreal plots like the British science fiction TV series *Dr Who*, well, let's just leave them on screen or between two book covers.

And then, my mailbox popped up with a good memory.

Not the kind that shows you 10 kg lighter, [getting featured in the media](#) or chilling on the tropical island of Mauritius wearing your *Dodo* basecap all day long.

No, this one was a pretty awesome business reminder.

It's the latest Royalty Statement of **HEILEN MIT DER METHODE DORN** (The Dorn Method: Gentle treatment for back and joints), a book on alternative treatment for back, neck, spine and joints to improve mobility without surgery.

[Over 15 years ago I sold the translation rights to Poznani, Czech Republic](#) and thanks to the passionate, dedicated publisher this licensed edition is still on the shelves and sells profitably.

**Look, just one of my tweets to support my peers, licensee & licensor.**



**Claudia Wittmann** @Mrs\_Wittmann · 17. Juni. 20

Support the [#writingcommunity](#) around the globe & buy online or directly at your local store while practicing social distancing.

💖 THANKS! 🙌

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While most books dropped in sales, revenue and royalty income, I've seen significant jumps in sales of my health books during the global crisis.

### **It hit me hard to keep going.**

If you believe the publishing industry is constantly on the look-out for fresh books – and readers are constantly looking to acquire new instead of tried-and-true knowledge – think again.

No matter what, do this:

### **Promote the hell out of your existing products and services.**

What's great about it – you've already got the skills, services and products to serve your audience with what they need.

You don't need to reinvent the wheel, or need inside connections or a glamorous set of friends.

You can connect with established partners or pitch in cold and get sales.

Just like I do.

So I'm staying in my lane (actually, in an extended full lockdown Germany)

remembering every little gem I wish I'd known when I started 10 years ago.

With tons of love .

xoxo Claudia

**P.S.** I'm extremely aware of the vast range of economic realities that comprise my beloved audience around the world.

While I may not know the details of your life or your hardships, I do know this: help and support are always welcome.

That's why I'm releasing a select number of spots for my [Explore & Navigate](#) to needs-based Bookworms and give them an enjoyable **20% discount in a secret sale.**

Want? [CLICK HERE to submit your question.](#) Use promo code #PickMyBrain2021 in the questionnaire. Minimum purchase of ONE Explore & Navigate Quick Fix session is required. This code expires on January 29, 2021.

Given the world-shaking events of the past year, I'm even more committed to expanding opportunities to those who need it most.

**From today, I'm officially accepting your applications.**

If investing fully in a mentoring session isn't financially possible for you right now, but you know in your heart you're ready for more, this is a wonderful opportunity.

**I'm only accepting applications until Friday, January, 29th, 2021 at 5 pm European time (Berlin time zone).**

If you have a time zone question, [click here](#) to get yourself lined up.

I'll contact recipients directly latest by Monday, February, 1st, 2021.

Want in? [CLICK HERE to apply.](#)

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