



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

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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Czech Republic: buff.ly/3ftXihr

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

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