



THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 2 min 30 sec

Happy February, Claudia!

A while back, when it was 2020 and we were all looking forward to 2021 being a better year (LOL), my friend Jane* approached me with a problem.

Later on, I put our session anonymized into one of my newsletters ["If there's one thing you should *never* delegate, it's this!"](#) It was one of my most-opened E-Mails.

Of course, what gets you to open my E-Mails is the subject line. (And something else most people don't know about, but that's for another E-Mail.)

I asked:

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

Jane*, a long-standing freelance friend, full of integrity and brilliant at what she does, didn't know what her unique brand voice was, even though she had been doing outstanding work for decades. She still struggled when it came to her business.

There was no guide. She had nothing to grab onto and online marketing was quite new to everyone when she was starting her business.

"I'll get to it later," Jane* said in our multiple telephone calls over the years.

And along came COVID-19...

Digital disruption. Economic shutdowns, lockdowns, not enough customers

anymore. Inconsistent, irregular and unpredictable income has become her *new normal*.

Far too much stress and insecurity when it came to her finances and the overall health of her business.

Jane* has put her pen down in 2020 after 25 years running her own business and now using her talent elsewhere.

So, if you're building a business, take this word of warning.

Skipping your unique brand voice or even worse and sadly more often, ignore modern marketing and branding altogether is the dumbest decisions an independent business can make nowadays.

And then you call me in to clean up your mess like some of my *old* clients did last year.

If you're already investing the time, money 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, you do!

If you're ready to get your marketing catastrophe sorted out now, I'm here to give you powerful help with my [Explore & Navigate](#) sessions.

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

With so much love .

xoxo Claudia

* Name changed to protect the innocent.

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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