



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 2 min 23 sec

Hey, my lovely Bookworm!

"Claudia, are you crazy?! We're in the middle of a global pandemic — isn't it a TERRIBLE time to run a business and purchasing your [Explore & Navigate](#) ?"

It makes sense that you might think that, my lovely Bookworm. I've been bombarded with messages and E-Mails of hardworking entrepreneurs struggling to keep afloat, [book publishers with sales drop between 30%-50%](#), peeps that have to pivot their business model (I've been there.) or forced to close their doors for good.

Instead of giving you another indie book to consider, I'd rather help you get all the success, joy, and fulfilment you desire.

So let's talk about you, who you are and what brings you to my world.

[Ask me your burning question & you could be featured in an upcoming Love Letter To Bookworms.](#)

I wish I could offer personalized mentoring to everyone who wants it, but my time and resources are limited and you won't wait around until it's scientifically possible to clone myself, so I believe this is the next best thing.

If there's something you're struggling with — in business, marketing or creativity — [tell me your question in writing via google docs here](#). Whatever it is, I'd be honoured to help you figure it out!

Do you trust me? Just hit reply and tell me: (No small talk intro necessary.)

In the meantime, I'll share some real stuff about moi, so if we ever meet face-to-face we have at least a few things we can chat about other than the weather. :)

I've been around the book publishing biz block.

I've been working for publishing brands since 2000 (or 1998, if you count the two years I spent living in England + Germany, getting my master's degree in book publishing) — the past 10 years being an entrepreneur.

Schluetersche, Germany was my first freelance client ever, and it was right when they were launching foreign rights licensing. Not a bad first gig.

I'm a family person.

I do care for my mom (who's going to turn 80 this year) since her stroke and I'm not going to sugarcoat it — is hard as hell. (But yes, I love her.)

I'm a German citizen of French + German descent, and British at heart (at least my humour).

After a stint in Bath/UK and seven other places in Germany, I now live in the Luther Town of Wittenberg, where Martin Luther nailed his 95 Theses to the church door.

I do miss England terribly, particularly the beer, the easy-going attitude (which includes the British sense of humour, sometimes perceived as nasty if the recipients aren't used to it. It isn't. It's play fighting.) and that delightful accent.

I've also got a dual business.

I'll always love working for big, household name brands (I'm actually sworn to secrecy with many of my current big-name clients....but you've heard of 'em).

However, I'm also keen on working with entrepreneurs, startups, and up-and-coming brands. I love that with the right marketing and branding, anyone can compete with the big guys.

You can tap my skills to develop your strategy and messaging, nail down your brand voice, or come up with your most important brand language like tag lines and website copy.

Anything else you wanna know? You can tell me when you hit reply and introduce yourself. This E-Mail thing is a lot more fun when we both know who's on the other side.

Until then, have a great day, enjoy the weather, etc.

Oh, and if you want your friends to stay also tuned for regular-and-frequent musings from me on all things publishing, please recommend my [LOVE LETTERS TO BOOKWORMS](#).

Thanks for reading, my lovely Bookworm, and I'm excited to read your

questions and replies.

With so much love 💕.

xoxo Claudia

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