



## 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 59 sec

# Happy March, my sweet Bookworm!

## I've been hiding a dark and never-before-revealed secret:

I have an intense love for the most dirty, the most sexy and smokey female vocal voices.

The kind that makes a few people (well, a few people I know) cringe.

Bonnie Tyler. Tina Turner. Cher. And the incomparable Janis Joplin.

I really should have been born 20 years earlier, so I could've spent the roaring '60s hopping from party to party right into the sexy '70s while sipping Moët & Chandon Champagne in one of Sharon Tate's iconic baby doll dresses and belting Janis Joplin's "PEACE OF MY HEART" at the top of my lungs.

Oh well. At least I have the tunes.

And while you would likely rather stab your eyeballs out than listen to Janis Joplin and friends...

There's something important you can take away from many of their delicate jams, that's delightfully applicable to your creative business.

## A single word researchers found makes a song more likely to be a hit.

A couple of days ago I read [this article](#) about a single word researchers found makes a song more likely to be a hit.

The word is "you."

And not just any “you,” but when “you” is positioned as the object of a sentence — such as Whitney Houston’s “I Will Always Love You” or a song more in my wheelhouse, “I Got You, Babe” by Sonny & Cher.

The researchers discovered people gravitate toward these songs because the phrasing helps us put ourselves in the singer’s shoes and recall our own related memories.

It’s an invitation that’s innately hard to resist for any human.

**You can apply the same principle to your book, your product or your service:**

You want the customer to see themselves in your shoes (or enjoying your manuscript, finished book or audio edition, your illustrations, your voice-over show reel for ad’s, drama and audiobooks or using your translation, copywriting and editing service, or whatever you sell).

You can encourage that by simply inserting more “you” into your copy.

So take a look at your copy (may it be your blurb, your manuscript, your marketing material, your pitch, your website etc.) when you have a moment this week and ask yourself...

"Is there enough “you” in my messaging? Or is it all about me?" (If, so, that's called "I talk" and "Me-Mail".)

**Ninja Tip:** These would make amazing subject line tests too, btw. Try some lines with “you” as the object of the phrase and see what happens. I may have done that with this very E-Mail "Can YOU predict a bestseller?"— hee, hee.

Keep me posted on your experiments...you, my lovely Bookworm.

Back to that imaginary 60's party life.



With so much love 💕.  
xoxo Claudia

**P.S. RUN! Submissions are open!** Hey, lovely Bookworm, yes YOU, I'm pretending not to see that pile of your undone to-do in the corner.

A precarious stack of

- not yet read E-Mails and manuscripts,
- stored checklists,
- untouched book samples,
- unfinished royalty reports and contract renewals
- recipes.

All shoved under your shiny virtual desk. :)

No matter where you are in the world, [The Wittmann Agency's OPEN for YOUR submission](#) and there will be 15 spots, by application.

Whether you're a small, indie, traditional or hybrid publisher or author, I want to see your works!

Want? [CLICK HERE to submit your work today](#). Use one online SubmissionCard for each book title in the questionnaire.

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 you know in your heart, this is a wonderful opportunity, go for it.

**I'm only accepting applications until Wednesday, March, 31st, 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 Wednesday, April, 14th, 2021.

So, you want to be and stay addictive to your bookish audience like bananas and chocolate? So much so that people keep coming back for more? So, which of these delicious sweets is missing from your arsenal?

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

**P.P.S.** And if you're ready to pop some champagne and get your marketing party started with my [Explore & Navigate](#) sessions, just hit reply.

You got this, my lovely Bookworm, I'm so deeply honoured to work with you and happy you're still in the bookish *The Wittmann Agency* fam.

Can't wait to see / talk to you you again. Take care!

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The Wittmann Agency  
Lutherstrasse 23  
06886 Lutherstadt Wittenberg

Deutschland | Germany  
contact@the-wittmann-agency.com  
[the-wittmann-agency](https://www.the-wittmann-agency.com)  
USt.-IdNr. / VAT-Nr. DE279052110