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## THE WITTMANN AGENCY

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### 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 07 sec

# Happy Monday, First Name and to my female fellows: Happy International Women's Day!!

Last week my friend Michi (you know, the guy, who's running a youth hostel) rang. We exchanged virtual hugs and pleasantries. Then, he asked me what I was up to.

**"Oh, just getting my a\*\* kicked by the Canadian Creative Industries Trade Mission to Europe.**

That, and running my business and developing, writing and producing my new online course, creating my weekly Love Letter To Bookworms newsletter, building my list, preppin' for my Spring & Summer catalogue, doing a floor-to-ceiling spring cleaning of our apartment, driving mum to 2 hours away doctors — the usual."

**He responded, "Claudia, why did you take this on?"**

It's not like you need to attend trade shows during this wild COVID-19 pandemic. You're already full and doing great work."

"Honestly," I said, "if I got hit by a bus tomorrow, participating in an international Creative Industries Trade b2b get-together to re-start culture around the globe is the one event I'd want to leave behind. It's that one thing I know, in my heart of hearts, that can make a difference — almost beyond everything else I've created."

And, I've come to realize again that getting out, cutting my teeth in pitching, building relationships as well as the bedrock of all things Self PR is more than just a fun phrase to say. It's a philosophy of relentless optimism. A mindset. A mantra. A conviction.

### **And it's about to make you unstoppable.**

Today, we're celebrating because I'm one out of a few German creatives selected by other creatives to participate in the

[Canadian Creative Industries Virtual Trade Mission to Germany,](#)

which will officially take place from 23 - 25 March 2021.

Spoiler: I wasn't initially on board. In fact, I was a little suspicious in the beginning. But then they called twice plus send an E-Mail saying, I was chosen by other creatives and they would be happy to have me at the virtual event.

**A lesson I've learned time and time again is that you have to trust your gut feeling — even if it goes against the grain and triggers the fear of being judged by others for "shameless" self-promotion.**

Have YOU ever felt anxious, frustrated or afraid of what people might think about what you have to offer? How did you find your way through, and how did you make the tough decisions?

Share your insights or key takeaways with me by [hitting reply to this E-Mail.](#)

Thank you so much for reading my lines, nodding your head and sharing it.

**None of this would be possible without you!**

So, I'm beyond grateful for the generosity of your time, attention, heart, and support! More than you could possibly know.

Now, I'd love to hear from you. "What you are up to, First Name?"

With enormous excitement and love ,  
xoxo Claudia

**P.S. IMPORTANT:** Do you know any talented, hardworking creative people in Canada who'd love to take part to get their work out there? Share this E-Mail. They'll thank you for it! That's their ticket to an incredible online B2B networking experience. It's designed to help you rewire your creative brain and biz for success. It's a brand new program and it's FREE.

**P.P.S.** If you need b2b help lightening up your global marketing, branding and copy authentically, [I'm now booking for my Strategic Consulting for April and May. Reply HERE to this E-Mail](#) and we'll set up an appointment.

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

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