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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 3 min 31 sec

## Hello, my happy Bookworm!

### Do you care about your subject lines?

Since the beginning of the new year, I was sent a few book publishing newsletters of different foreign literary agent's groups I belong to.

What gets you to open an E-Mail is the subject line and when you know and trust the sender. (Re-cap my E-Mail [10 Money Making Facts About E-Mail Marketing](#).)

They used an old trick to come up with said subject lines (actually REAL book titles):

### **So Tell Me About The Last Time You Had \*Seks\* On Getting Off: \*Seks\* & Philosophy**

I know, that's a weird spelling of \*seks\*. But I'm a little paranoid because these guys put \*seks\* (in the correct spelling of course!) in the subject line thinking \*seks\* always sells.

And guess what – they went right to SPAM city and even worse they will be IP blacklisted as biz in publishing and around the world!

I don't know if these E-Mails got super-high open rates, sweet click-through numbers and lots of great responses. Or...they got above-average unsubscribes and blocked.

I think people felt tricked – because no, these E-Mails weren't offering something shady or offensive, just another book for consideration. And if their

E-Mail recipients open it thinking it was....whatever...they're setting up unconsciously their E-Mail account for future \*seks\* SPAM.

I felt bad about that for them.

### **TBH, I like non-sucky subject lines.**

I like them to be just sneaky and intimate enough so that you can't help opening it, even while you \*know\* – at least subconsciously – that you're being lured into it.

But not so sneaky that you say "That was gross or mean!" and hit the "bye-bye" link.

Like the two peeps, who didn't get my tongue-in-cheek "Happy Monday" last Tuesday and stormed out, slamming the unsubscribe-door so hard the mirror fell off the wall.

OK, you've had enough teasing, you #foreverbookish subject-line nerd. That said, I'm still pleased with the goldmine of subject lines I discovered and grabbed some of my weirdos from. Yep, I'll reveal it to you.

### **This secret source of close-knit, buddy-buddy, "must open" subject lines, is...**

My inbox.

### **Here are some examples**

Do you trust me?  
Hello :)  
Did we decide on a time?  
Here's what you asked for.  
Let's not talk about that.  
Why'd I ask you to do this???

And, let's not forget the good ol' oddities...

(No Subject)  
Fwd: RE: RE:

### **I'd open any of these. How about you, my lovely Bookworm?**

They all satisfy my "E-Mail From A Friend" criteria: each one feels like it's from a REAL person to a REAL person — as opposed to, from a brand to thousands of anonymous people.

[Click here to get on the insider's list so you're prepped with my free Masterclass 5 Secrets To Boost Your Newsletter Results \(And Sell\).](#)

Now, if you're not a communication hoarder like I am, you might not have

stacks of old subject lines to dust off.

## But you can use your imagination.

Think: What would you put in a subject line to your close friend or someone else you know very well?

**Ninja Tip:** Don't use E-Mail subject lines (even if it's a REAL book title) with forbidden words like \*seks\* or \*frea\*. It sends a signal that you're digitally unfit — or that you just don't care and you will end up as \*\*\*\*SPAM\*\*\*\*

Please keep me posted on your experiences and share your thoughts and ideas directly with me by hitting the [reply button](#).

For more tricks to make all your E-Mails (e.g. book rights, manuscript proposals, sales pitches or follow-ups etc.) extra, extra click-worthy, my **[EXPLORE & NAVIGATE](#)** is already here!

With so much love 💕.

xoxo Claudia

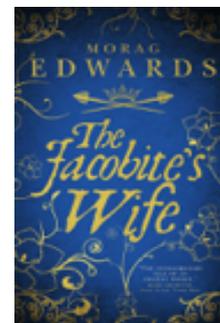
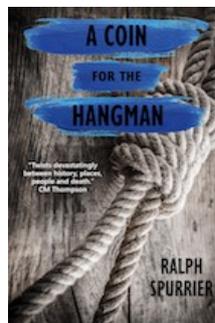
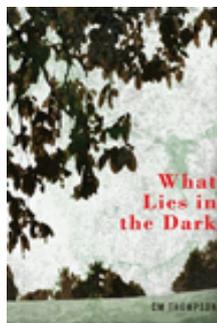
**P.S.** If you want to be a good literary citizen (be conscious of your book karma!), make your deposits in the Bank of Books — now!

Get your mojo working, click on the book covers below for the gripping details and

DRUM ROLL, please...

(You're already here and know what's good, but not everyone's as smart as you. So, please share, share, share this E-Mail.)

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The Wittmann Agency  
Lutherstrasse 23  
06886 Lutherstadt Wittenberg  
Deutschland | Germany  
contact@the-wittmann-agency.com  
[the-wittmann-agency](#)  
USt.-IdNr. / VAT-Nr. DE279052110