

## THE WITTMANN AGENCY

### Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

#### Online Marketing For Modern Publishing Entrepreneurs

## Hey, hey and welcome to a bright and shiny new week!

I'm a little obsessed with change right now. As in, the potential of a human who doesn't like change, to change.

I'm delighted to find that I've changed a LOT in the past year.

Is it just me or does 2020 feel like the "future" has finally arrived?

So when I was brainstorming newsletter topic ideas, I received several messages from former corporate colleagues moaning about their lives and those terrible work conditions in today's book publishing industry.

And I asked myself — what's stopping them from experiencing the level of success they deeply desire and deserve?

I came up with a loooong list of possible reasons:

- Finding excuses
- Saying 'yes' too much
- Fear of change
- Toxic relationships
- Negative thinking
- Fear of failure
- Doubting yourself
- Excessive procrastination
- Unhealthy comparing yourself to others

but ultimately it all boils down to BOUNDARIES.

Having clear boundaries and non-negotiables in your life and business allows you to create space for more focus, joy, momentum, and consistency.

But actually *implementing those boundaries* is easier said than done.

I should know. When I started as an entrepreneur I fell into the trap of getting pushed being a people pleaser (fully recovered).

My lack of boundaries in the early days of working with clients left me burned and I HAD TO change my old energy-draining patterns.

Like my pals I've experienced the overwhelm that comes from a lack of boundaries a few too many times.

That's why I'm dedicating this LOVE LETTER TO BOOKWORMS to the *\*very\** important topic of setting boundaries.

**Ninja Tip: Only say YES to things you're willing to do joyfully OR don't do it all.**

Bust your notebook out because I want you to get clear on something vitally important...

... what are your top 3 priorities?

Sit with that question and jot down your answers.

**Because the precursor to setting healthy boundaries is knowing what your priorities are.**

Hit reply and drop me a line if you got your answers - I'd love to hear from you.

xoxo  
Claudia

P.S. Bonus points if you share this LOVE LETTER TO BOOKWORMS with key influencers I can help with their business!

Now to a book that gave me shivers from the moment I've received the submission...

## THE DEATH DEALER – A True Story

- by Adam Rocke & Mark Rogers, which is being published by **Worldcastle Publishing, USA**, exclusively represented by #TheWittmannAgency (WORLD RIGHTS, excluding NORTH AMERICAN RIGHTS & excluding TV & Film Rights)

## The origin story behind the story

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In 1998, Adam Rocke penned a wild cover feature for *Maxim* about hunting poachers in Africa, guided by an ex-mercenary who just happened to be a childhood friend.

When *The Death Dealer* article came out, virtually all of **Hollywood went wild for the story rights** and Adam took meetings with numerous A-list producers and directors, arranged by CAA who rep'd *Maxim* at the time.

However, the merc in question ([Jonathan Keith Idema](#) - who would go on to become quite infamous) refused to allow Adam to entertain offers.

When Idema died in 2012, Adam was free to pursue the story once again. Working with a close friend and fellow scribe, he wrote a screenplay that finished Top 10 (out of more than 5400 entries) in the 2014 *Script Pipeline* competition.

Once again there was considerable interest, but Adam and Mark decided to novelize the story and cover all their bases.

[Read the article \*\*How A Two Decade-Old Maxim Magazine Article Became "Hollywood Relevant" - Again.\*\*](#)

## What's about

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In the vein of *The Billionaire Boys Club* meets *The Most Dangerous Game*,

**THE DEATH DEALER is a tale**

**of wealth and poverty.**

**Of morality and immorality.**

**Of actions and consequences.** And it poses a question: **When is too much too much?**

Every year, millennial billionaire Joe Sinclair takes his three best friends on all-expenses-paid trip to an exotic locale. This annual trip consists of two stages: risk and reward.

During the "risk" phase, the guys are challenged by some monumental yet thrilling endeavour...Mountain climbing a Himalayan peak, cage diving with Great White sharks, exploring a labyrinthine cave system...

Joe picks the place, buys the best equipment, hires the most experienced guides, and then the foursome commences conquering the world one adventure at a time.

When the escapade is over, the trip moves into the "reward" phase where every possible indulgence is available. Soothing spas, succulent meals, \$1000 hookers— the ultimate "machismo buffet," with a section serving nothing but debauchery.

But Joe has become bored with life.

Nothing gives him a thrill anymore. Even the annual trip he used to look forward to is one big "been there, done that."

However, there is still one item on his bucket list that Joe is yet to experience, and he's willing to pay whatever it takes to check it off...

**Joe wants to know what it's like to kill a man.**

Courtesy of his illicit connections, Joe is hooked up with an ex-soldier of fortune who, for a staggering sum, will provide a shocking service...

A hunting trip where the prey shoots back.

The place: Africa.

The quarry: poachers.

In a land where sanctioned big game hunts mean big money for the regional governments and survival for native inhabitants, poachers are viewed as vermin.

Safari guides and game wardens are tasked with arresting poachers whenever possible. But with live capture dangerous, and trials time consuming and costly, "sorting out" the problem in the field is the preferred method.

With his three best friends in tow, Joe embarks on the ultimate adventure to check off that final item on his bucket list.

But it isn't long before Joe learns that taking a human life isn't as simple as lining up his rifle's crosshairs and pulling the trigger.

And soon, the wannabe hunters find themselves the hunted.

**Target Audience:** Males 14—70, fans of action/adventure or action/thriller books and movies.

**USP:** Riveting action. Interesting, layered characters. A story inspired by real events.

**Available options:** full English manuscript available, WORLD RIGHTS (excluding NORTH AMERICAN RIGHTS and excluding TV & Film rights)

## What readers say

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### Fantastic Thriller

„I picked up *The Death Dealer* although I hadn't read anything by Adam Rocke or Mark Rogers previously.

The story's premise is firmly grounded in reality (no matter how disturbing that idea may be). The events that take place are told without preaching or overt judgment (except for a group that deserves to be judged), yet what happens during the course of the novel, why, and the outcomes, are gripping.

A fast-paced novel, *The Death Dealer* is entertaining and fascinating. The main characters are fully realized, and Haden is a force to be reckoned with. He is someone you'd definitely want on your side—and wouldn't want to piss off. Ever. The other main characters have flaws, fears, strengths, and a dynamic I totally enjoyed.

I admit, when I read the original description, I had certain expectations. The authors subverted my expectations with some great twists and a finale that I didn't expect but fit the story.

The Death Dealer is a taut thriller. I highly recommend it."  
– Action Junkie, Amazon Reviewer (5 stars)

#### **I can see this being made into a film...**

"I am a big fan of propulsive, action-based stories and *The Death Dealer* did not disappoint.

It reminded me of two of my favorite Don Winslow books, *The Power of the Dog* and *The Cartel*.

I can definitely see *The Death Dealer* being made into a movie.

If you like your fiction edgy, this is a real page-turner and a great read. "  
– Amazon Reviewer (5 stars)

#### **An African Safari with a Difference**

"A bit of a Boy's Own adventure without the wholesomeness.

Joe, Billy, Steve and Trey are friends, though as they grow older there's a bit of distance between them. Joe has mega bucks courtesy of an inheritance from his father. He's the alpha male; rich, arrogant, entitled, shallow and unlikeable. His wealth separates him from the others.

Billy is the hanger-on. He's an unsuccessful musician, craving a break, happy to take whatever crumbs Joe throws his way.

Trey and Steve are the normal guys. Trey's a bit of a player and a hit with the ladies. Steve is the only one married. Em is expecting their first child. Steve is kind of conflicted about his future with a bit of regret about moving on with his life and leaving his friends firmly in the rear-view mirror.

Every year Joe organises a trip for the lads and bankrolls the outing..... Vegas, the Caribbean, gambling, hookers, drugs, drinks, scuba diving, climbing. This year with Steve's reluctance to join up, pussy-whipped according to Joe, it feels like it will be the last. Time to go out with a bang.

An African surprise, a safari and some hunting in Zimbabwe with a hardened ex-mercenary as a chaperone. First to give them a crash course in survival and impart some basic hunting skills and second to deliver them to their prey. Only the three tag-a-longs are in the dark as to Joe's true target.

Hedonism, a plane journey, hookers, dancers, coke, vodka, Harare, the military, the jungle, camp, training, target practice, poachers, rebels, death, conflict, in-fighting, flight, and a helluva lot more.

I quite liked this one. It's a bit different from my usual fare and it was interesting to note the differences between the characters as far as a moral compass goes. There's an incredible amount of tension on display between the four and more than a few home truths are shared.

Loyalty, friendship, trust, bravery, sacrifice, selfishness, greed, advantage, manipulation, self-interest, power, forgiveness and regret are all under the microscope as the trip turns sour and the four along with Haden, their guide end up fleeing for their lives.

Plenty of excitement, testosterone and action - enough to fill two books. Quite a fast read. A bit of a change with the Zimbabwe setting and the contrast between the poor locals and the rich Americans in town to play.

A conclusion which confirms that money alone can't buy decency, happiness or peace."  
– col2910, Amazon Reviewer (4 stars)

#### **Thrilling Ride !**

"This started off at a slow boil and then built up to being a real thrill ride, especially when the true purpose of the guys' trip was revealed.

I've been to Africa (Kenya not Zimbabwe) but there are enough similarities that I know the writers got it right.

I read this like I was watching my favorite series on Netflix, and that's saying something."  
– DebZee, Amazon Reviewer (5 stars)

#### **Macho**

"The Death Dealer is like the ultimate bachelor party and a survivor episode combined. To say it's intense is an understatement.

The authors do an excellent job of placing the reader near the action. I really enjoyed the scenes descriptions and how much dialogue is used.

It makes you feel like you are eavesdropping on every conversation.

This is a great book for people who like thrill reads. Not for the bashful or faint of heart."  
– Edward Kuehn, Amazon Reviewer (4 stars)

#### **Beyond Awesomeness**

"Wow! A lot of everything in this suspense-packed adventure. One chilling moment followed by another and all true.

I had to grit my teeth more than a few times when I felt myself along on the trip, with this remarkable story-telling.

I can't wait to see the movie !!! And of course the sequels :-)"  
– Robert O'Neill, Amazon Reviewer (5 stars)

#### **Fabulous Book**

"It's a thrilling read and keeps you ALERT and AWAKE.

It isn't for the faint of heart, but a fantastic read.

Reading this book, you can tell immediately that the author has obviously done a lot of work as a writer.

The dialogue is especially good, and that's a huge plus in my book, since it's given the novel a cinematic quality that readers (myself included) want in a novel like this.

The conversations are great and this is a really great book. I hope he plans to write more!!! "  
– Amazon Reviewer (5 stars)

## About the authors

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**Adam Rocke** Hailing from the famed "Borscht Belt" region of Upstate New York's Catskill Mountains, Adam grew up at the Nevele Resort & Country Club.

If you saw Dirty Dancing, you have an inkling of Adam's upbringing. Adrenaline junkie tendencies and a unique skill set enabled Adam to kick off his literary career penning high octane feature articles for hip men's lifestyle publications.

When editors had a story idea that could get a journalist maimed or killed, they'd usually send Adam.

These participatory adventures resulted in Adam being shot, stabbed, tazed, stun-gunned, sapped, brass knuckled, water-boarded, choked out, knocked out, body-slammed, roundhouse-kicked, swimming with great white sharks sans cage, sky-diving sans parachute, BASE-jumping sans sanity, racing through Mexico in the Baja 1000, and racing across the USA in the original variation of the Gumball Rally.

Adam has dived for pirate treasure in the Caribbean, dug for buried artifacts in Europe, hunted for poachers guided by mercenaries in Africa, played poker with cartel kingpins in Juarez, thrown dice with Mafia enforcers in Brooklyn, scouted for UFOs with alien abductees in the Sonora Desert and, courtesy of a secondary degree in Cryptozoology from the University of Haiti in Port au Prince, taken part in Sasquatch safaris and other "crypto-quests" around the world.

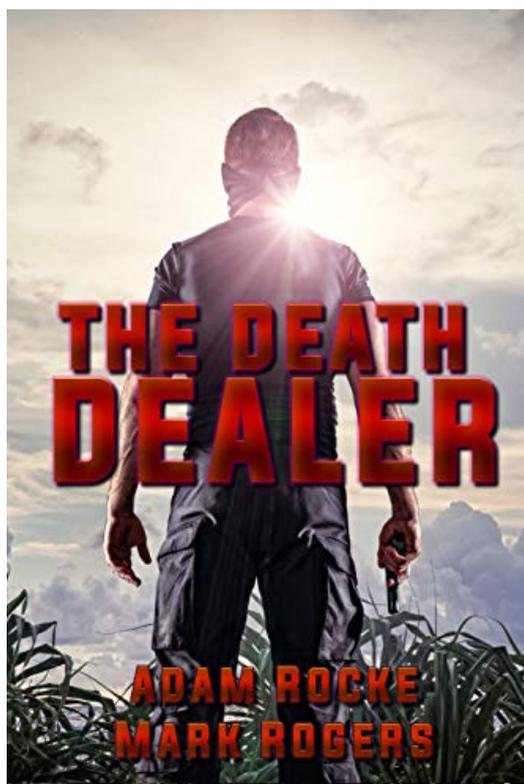
For more information about Adam visit: [www.AdamRocke.com](http://www.AdamRocke.com)

**Mark Rogers** is a writer and artist whose literary heroes include Charles Bukowski, Willie Vlautin and Charles Portis. He lives most of the year in Baja California, Mexico with his Sinaloa-born wife, Sophy.

His work has appeared in the New York Times, Village Voice and other publications. His travel journalism, which regularly appears in USA Today, has brought him to 56 countries. These trips have provided plenty of inspiration for his novels and screenplays.

For more information about Mark and news about upcoming books visit: [www.markrogersauthor.com](http://www.markrogersauthor.com)

And here the cover:



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I really look forward to hearing from you soon.

With enormous excitement and so much love,  
Claudia

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