

THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 3 min 22 sec

Hello, my lovely Bookworm!

Let's talk...

Our neighbour kid, whose saxophone journey began with the first lockdown during the worldwide corona pandemic, is at it again!

For a few merciful weeks, he abandoned his music career dream.

But now he seems to have looked at his saxophone, said "Hello, my old friend," and then said, "And a special hello to you, Mrs Wittmann – let me entertain you!" (Sorry, but he's not Robbie Williams.)

He has reconnected passionately with his saxophone, and it seems, he promised never to let it go.

He plays for hours, the same song over and over again. And if he ever stops, it's for a quick bathroom break or when his parents make him stop just to get some fish fingers in him so he can go back to his mind-and ear-blowing art.

Relentless blowing into a saxophone takes a lot of energy and lung power.

And the saxophone is freakin' LOUD. Toot, toot, toot. Weekdays, weekends, night and day.

Keep going, kiddie! One day, you might actually discover beat and rhythm.

Oh, gosh. There're zero beats. No regularity. It's not practising, it's construction.

I've thought of asking the parents *innocently* when they think their apartment renovation might be done.

So, that's really annoying.

Should he stop playing the saxophone just because it's annoying us?

NO, ABSOLUTELY NOT.

No great writer, musician or any other artist, leader, founder or innovator ever lived by the motto "Don't be annoying."

So, should you, my lovely Bookworm, stop putting yourself out there because it might annoy your family, your friends, your peers and followers?

NO WAY.

I wrote about that here in my LOVE LETTERS TO BOOKWORM, you can just revisiting my posts here:

[No Matter What, Do This: Promote The Hell Out Of Your Existing Products And Services](#)

[Ever Felt Afraid Of What People Might Think About What You Have To Offer? Stop Worrying About What Others Think!](#)

[How To Feel All High About Yourself And Your Biz](#)

My lovely Bookworm, have the guts, go out and be *annoying* (maybe in a sax-tastic-free way), **you're a born change-maker**, and please, keep me posted on your wins. And don't let haters get you down – it's their problem, not yours.

Now I get myself some chocolate and go back to all the work while the saxophone lesson is in a blessed pause.

For more tips on how to make your dream business come true, my **[EXPLORE & NAVIGATE](#)** is already here for you!

With so much love .

xoxo Claudia

P.S. Currently writing a look-back post *Founder's Advice – A Letter To My Former Self* with my thrilling wins and epic fails for networking and communication genius [Beate Mader and her Vision³ blog](#). (no affiliate, just a hearty recommendation)

If you want to hit more screens and digital stages this year and nail down your signature founder's style, [you can check out Beate's website, programs and social handles here - it's free](#). More soon.

P.P.S. If you want to be in the known about the greatest thing since sliced bread (re-cap: book karma!), here is what international & foreign rights licensing success in global book publishing really looks like...

SAXOPHONE SOLO, please...

WOW! by Mircea Ighisan | Anag, Czech Republic
(licensing contract running since 2013, extention of the selling period of the renewal contract for 2 more years)

OCCUPY MONEY by Margrit Kennedy | Sanje, Slovenia
(licensing contract running since 2014, contract renewal for 5 more years)

HEILEN MIT DER METHODE DORN by Dieter Dorn & Gerda Flemming |
Poznani, Czech Republic
(licensing contract running since 2005, 2nd contract renewal for 3 more years)

DAS LEBEN ENDET NIE by Willigis Jäger | Desclée de Brouwer, Spain
(licensing contract running since 2007, contract renewal for 5 more years)



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