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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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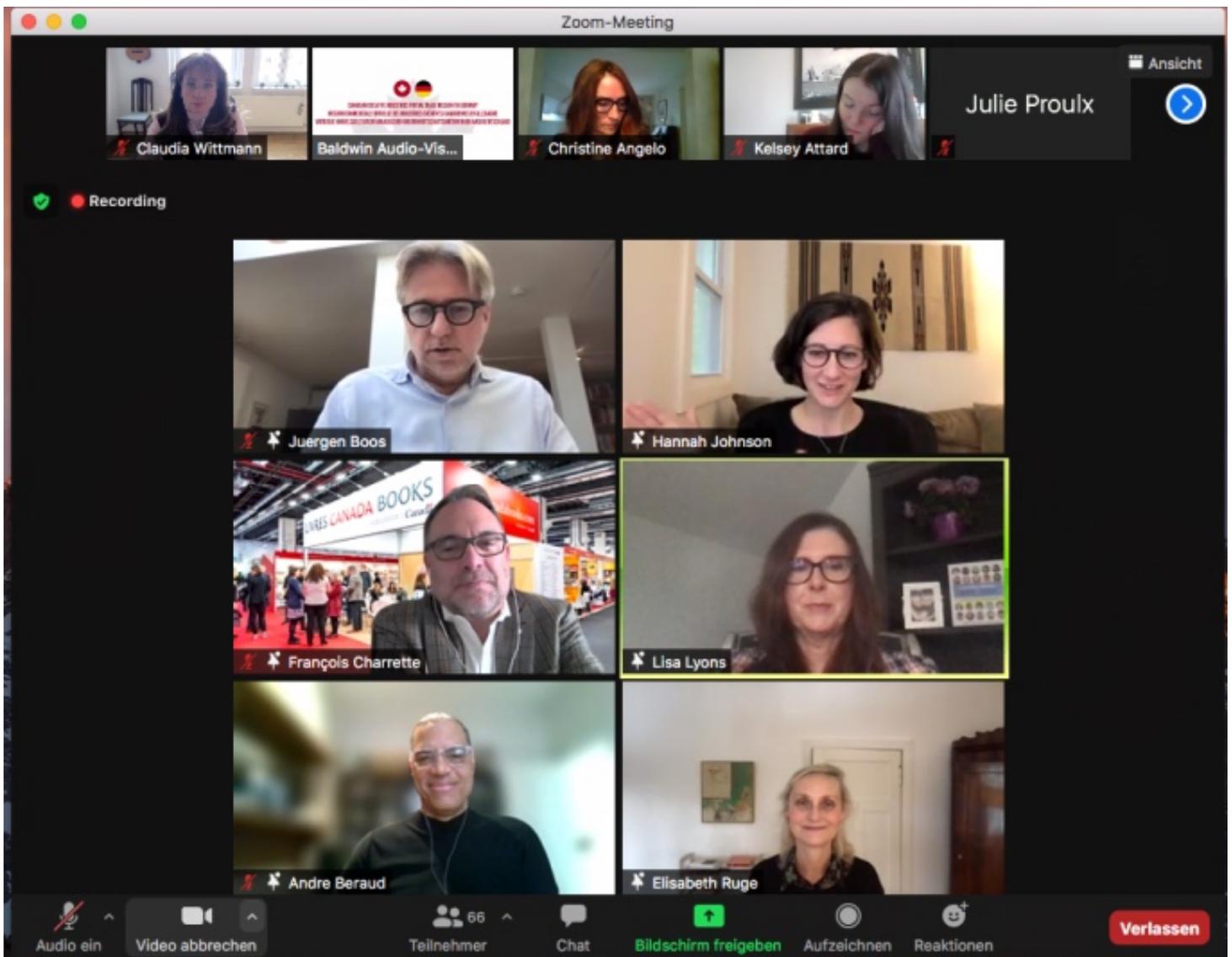
Reading time 1 min 59 sec

# **Hej, my wonderful Bookworm!**

Last week I participated in the

### **Canadian Creative Industries Virtual Trade Mission to Germany**

with inspiring plenary sessions, insightful discussions and targeted 1:1 zoom meetings.



When I asked about the **#1 frustration in going global** in book publishing, SO many told me about the strange and very common phenomenon that happens the moment you sit down to start something you've never done before...

It sounds like this:

#1 "I want to create a profitable foreign right licensing business for my publishing house but I know myself well enough to hesitate before jumping in and asking do I really have the bandwidth to take this on?"

#2 "I'd love getting my foot in the door with publishers in other countries but get stuck and stare at the screen without a single coherent thought coming to mind, where to begin."

#3 "I'm looking to develop a robust domestic and foreign rights licensing program but don't know how to do it."

#4 "I want to expand my publishing business, get more publicity, promote my authors and books in Europe and beyond and increase sales but my time, budget and resources are limited and I feel overwhelmed — it's SO frustrating."

**You're so not alone,**

if your brain feels paralyzed the moment you sit down to plan to successfully go global with your creative business, your mind goes blank and fear kicks in.

**This is totally normal — and 100% fixable.**

Here are five resources to help you dissolve your mental block and instantly turn on your creative flow and get started:

[How To Set And Achieve Your Annual Goals: The Step-By-Step Method For Going From Starving Creative To Thriving Creator](#)

[5 Straight-To-The-Point, Rock-Solid And Easy-To-Implement Tips To Stand Out And Stay Profitable In A Rapidly Changing Book Publishing Industry](#)

[With 2 foreign rights journey examples: 5 Must-Ask Questions Before You Unleash The Power Of Selling And Buying Book Rights In Publishing](#)

[Let's Talk About Costly And Embarrassing Business Fails Or How To Create Amazing Translated Licensing Material For A Global Reach](#)

[Be Instantly Recognizable! Yeah, YOU! How To Get Started With Photography And Pics To Inspire A Global Audience](#)

But here's the deal, my lovely Bookworm.

I'm only sharing these super-valuable tips for FREE if you promise me one thing...

Next time you sit down to REALLY get started (or if you must pivot or re-invent your business) to overshooting your goals in global book publishing or a related creative industry (may it be a stronger online presence, a foreign rights licensing business kick or a recreational spa for your overall business strategy), you won't bang your head into the keyboard, or just quit and walk away.

Instead?

**Store this E-Mail and download these resources** so you can come back and use this material when you need it most.

Deal? Excellent, my lovely Bookworm. More next week.

Sending big love  your way,  
xoxo Claudia

**P.S.** There will be no LOVE LETTER TO BOOKWORMS next week as we'll be celebrating Easter. Looking forward to family time, reading & relaxing for a couple of days (from 1. April 2021 until 06. April 2021). A Happy Easter to you and your loved ones if you're celebrating!

**P.P.S. LAST CALL! Submission is going bye, bye!**

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

**Given the world-shaking events of the global pandemic, I'm even more committed to expanding opportunities to those who need it most.**

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.

If you know in your heart, this is a wonderful, once-in-a-lifetime 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.

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

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