



## 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 12 sec

# Hello, my lovely Bookworm!

**Is now really a good time to pitch your books, your translation rights and your services to publishers and a global audience?**

That's what you're all asking me at the moment.

And here's my reply: We're in a global pandemic and no one knows when we'll come out of it.

But here's what I do know.

**People are consuming more content than ever before.**

More eyeballs on news stories, books, films, and all types of digital material = more demand for content.

**And publishers around the world need your books, services and your incredible stories to fulfil that demand.**

I know the pressure of that because I used to sit in a programme drivers' seat at Europe's largest media company. Several hundred books were offered to my team and me out a week by German and international publishers.

**And wanna know a secret?**

Every editor-in-chief, programme manager or commissioning editor right now will be upping their productivity to prove they don't need to be on the dreaded "bye-bye" spreadsheet, as management in all publishing houses worldwide slims down teams.

I know that because I used to run those spreadsheets. (Believe me, NOT a fun gig at all to decide who has to be sacked!)

So every pitch, every book, every story you give them matters. Despite the pressure, publishers want to support you now more than ever.

### **No one wants the great depression post-pandemic!**

Publishers know they can make an impact in the world by using their author's stories and amplify what you do.

But here's what you need to remember: Relationship building takes time.

And even more so with a decent, high-quality and better-paying publisher. They need to see that your business has got legs and longevity.

### **So you need to sow the seeds now.**

You need to be in a publisher's orbit for at least three to five years sharing little titbits of your story. And allow those publishers to get to know you and the quality of your books and services. Because what you're really doing is inviting them on your journey.

### **And the reward for patiently building that relationship?**

Good vibes, great deals and publicity – the kind that'll get you the real sales. The kind which makes selling so much easier.


### **So start learning how to pitch yourself now.**

The door opens to my [\*\*Going Global From Day One Business Partnership\*\*](#) next month where I teach you everything you need to know and you promise to yourself: I WILL DO THE WORK.

### **Come join me – I make learning fun and interactive!**

And I like getting results for you – that's my outcomes-based inner mentor speaking.

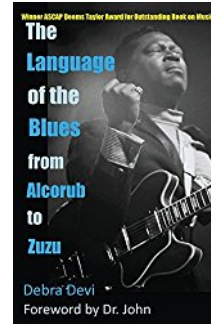
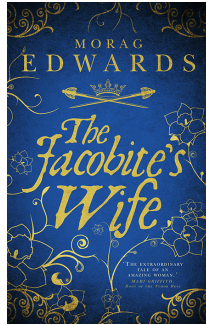
Here's the E-Mail [contact@the-wittmann-agency.com](mailto:contact@the-wittmann-agency.com) to sign up to the interest list. Oh, and if you're on it **before 30th April 2021**, you'll get a nice discount.

With so much love ,  
xoxo Claudia

**P.S.** If you're an entrepreneur in book publishing not pitching your story, your subsidiary rights, your books and your services globally and digitally right now is a lost opportunity. Relationship building for those longer features (that get real sales around the globe and make you an international player) takes time.

Start now. Oh, and solid global strategy makes selling so much easier. Reply to [contact@the-wittmann-agency.com](mailto:contact@the-wittmann-agency.com) with I AM AWESOME to get on the interest list, so I can give you a heads up and a special discount when it's released.

**P.P.S.** Don't forget to grab your [Spring & Summer Magazine For Book Lovers 2021](#) and get your language translation rights before anyone else does by sending an E-Mail to [contact@the-wittmann-agency.com](mailto:contact@the-wittmann-agency.com).



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