



## THE WITTMANN AGENCY

### 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 14 sec

## Hej, my lovely Bookworm!

"Did you really trek to Musala\* mountain peak (2925m) from start to finish — the highest peak in the Balkan — or did you board a cable car that halfway plonked you there? "

**My sweet Bookworm, do you know people, who brag about their adventures and when you dig deeper they look a bit aghast?**

Yep, we all want those lazy short-cuts but here's the deal:

**Sometimes you've got to be *on the journey*.**

I've done the full 12-hour hike in 10 hours to the peak with my parents when I was 11 years old.

At this time I was the only kid at the top of the mountain and was applauded by seasoned hikers.



If I have conversations like that it isn't to put that person down. It's just to highlight that he'd missed out.

**You see, on that Musala trek, the journey IS the destination.**

You don't need to be Reinhold Messner to climb the Musala peak but you just have to be in relatively good physical shape and to climb it in a day you need to start early enough.

Rocky and steep routes, altitude sickness, giant horseflies bite you a lot on a hot and sultry day, watching other fellow hikers first drop off unnecessary clothing (I saw high-heels at the wayside!!!) and then drop down like flies, dreaming of 3-course meals...and loads of ice-cold water.

Those 10 - 12 hours in a day are tough but at every turn, you're rewarded with the most glorious views of The Rila Mountains in Bulgaria famous for its beautiful lakes, rich flora and fauna. I'll never forget it.

And a 30 min gondola ride to Yastrebets straight to the beginning of the walking path instead of a 3-hour hike to get there just doesn't give you that experience.



**It's exactly the same with entrepreneurs in book publishing wanting instant [global recognition and licensing deals](#).**

You can't just snap your fingers to get that well-known foreign publisher instantly on your site.

Good publicity takes time to earn.

Relationships take time to build.

Renowned foreign publishers want to know: "What's in for me?" and you need to show it to them.

**There are no gondola rides straight to glory.**

Get the dust from a trek on you and you'll have some tales to tell.

**Of course, we're all impatient entrepreneurs, aren't we?**

That's why I'm developing both [Explore & Navigate](#) for quick wins as well as a personalised one year [Foreign Rights Hero Mentorship](#) roadmap (just scroll down to the bottom of the site).

**Bagging those baby step wins on the arduous journey keeps you going for the long haul.**

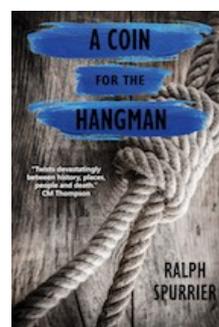
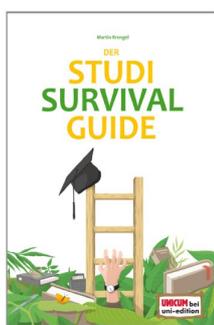
If you want a foreign rights and licensing business in global book publishing that loves you back and if you love learning and taking action then heads up the doors will open for my [Foreign Rights Hero Mentorship](#) soon.

To register your interest, just hit reply or send an E-Mail to [contact@the-wittmann-agency.com](mailto:contact@the-wittmann-agency.com) with "Foreign Rights Hero Mentorship – Reserve My Spot" and snap up an early bird offer.

Cheers + love 💕,  
xoxo Claudia

\* **Мусала or Musala:** This name is from the Arabic word Mus Allah, which means the mountain of Allah.

**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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