



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 2 min 48 sec

Happy Tuesday my lovely Bookworm!

You know this nagging feeling when you get an inkling in your stomach that you should go for something but then you play it safe?

That happened to me four years ago.

Let me make an obvious statement:

Failure is NO fun.

But failing globally...ugh...No. Fun. At. All.

At this time I had to deal with the constant bombardment of threats and power play strategies.

Not a real confidence booster.

"No one's ever going to work with me again. Why would they?", I thought when I just had started to change my offerings — and I stopped dead in my tracks.

I could fail and get back up again.

It took me a painful rollerskating accident (scroll down to see the pic) to realise I was holding myself back from talking to my clients and pivoting my business — simply, from doing the work.

The turning point happened, while I was still sporting two open wounds from

my crash I got in an attempt to avoid a collision with a bicycle-riding couple.





I sat nervously in my green leather vintage armchair — not like in the picture ;) — whilst my hubby calmly said non-stop for 5 minutes:

"You've got this! You love this! Keep going!"

Something clicked.

Someone had my back.

I could fail and get back up again.

It was my fear of failure that was holding me back.

After this, I practised doing slaloms, jumps, spins on my rollerskates in a small village nearby (much to the amusement of the residents walking their dogs, tractor drivers mowing the fields and tourists cycling the long-distance route alongside the River Elbe (Elberadweg) who would stare with looks of sympathy every time I fell on my Olalah).

3 months later I was whizzing around again shouting at cycling tourists and sleepy cows in the Elbe River Valley biosphere reserve to get out of my way.

"You've got this! You love this! Keep going!"

He also encouraged me to keep going business-wise:

"How do you know they won't accept your evolved business model? Start with your current clients — ask them first.", he said.

A couple of months later I had expanded my offerings, snatch a handful of new clients and was overjoyed to see that many of my long-term clients took the ride with me.

So why this story?

I see so many of you holding yourself back when it comes to putting yourself and your wonderful business out there.

You're not reaching out to people for help or collaborations, guest slots or media features because you think you're not ready.

F**k that.

The people who get those slots are the ones who think those words and step forwards.

You will get your business in the spotlight when YOU believe you're worthy. When YOU believe you deserve it.

Let me repeat:

You will get your business in the spotlight when YOU believe you're worthy. When YOU believe you deserve it.

You're on my list.

And I believe in you.

I want you to look back and say, "Yes, I finally stepped forward because I believe in myself."

Don't hold yourself back.

Let's start making you and your business visible.

Not "someday," but starting today.

So much love ,
xoxo Claudia

P.S. If you'd like more info on [my offerings](#) — no BS sales script used — just an honest chat from one founder to another — hit reply or send an E-Mail to contact@the-wittmann-agency.com

P.P.S. Again my favourite Mantra: Don't forget to grab your [Spring & Summer Magazine For Book Lovers 2021](#) and get your language translation rights before anyone else does.

P.P.P.S. Here's what international & foreign rights licensing success in global book publishing really looks like...

DRUM ROLL...the incredibly talented bookish cast in order of appearance:

BESTNOTE by Dr Martin Krengel | Grada, Czech Republic
(licensing contract running since 2015, contract renewal for 6 more years)

THE WARRIOR CODE by Imre Vallyon | Alfa Basim, Turkey
(licensing contract running since 2017)

HOW TO PREPARE FOR OLD AGE by Bernie Otis | Mankau Verlag, Germany
(licensing contract running since 2019)

STUDY SURVIVAL GUIDE by Dr Martin Krengel | 1980 Books, Vietnam
(licensing contract running since 2017)



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