



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 4 min 33 sec

Happy Monday Morning my lovely Bookworm!

Are you one of those people who adopts a “word” for the entire year?

I’m most definitely not.

I think it’s a *borderline sacrilegious exercise* or [Warning: Straight-talk — I tell it like it is.] just mental cr*p.

Asking me to pick just *one* word for 365 days is like asking me to pick my favourite episode of *Dr Who***. IMPOSSIBLE. Why would I do that when there are so many to love?

There is ONE word I want you to get on board with.

One you may not have given some thought to lately, or ever.

That word is an adjective — no, THE adjective — that describes your audience.

For example, maybe you serve...

burnt-out entrepreneurs.

time-strapped employees.

overwhelmed book shoppers.

You get the idea.

The audience adjective is so important because it defines the mindset of who you're talking to (may it be on your website, your social media channels and your ads or in your blurb, your catalogue and your press release) which then helps you create your super-targeted, relevant messaging.

Because if you come to me for help and all you can tell me is, "I need your service" or "I've written/published a book for readers age 18-99", you're not giving me much to go on.

I need "ammo" to get inside the brain of your audience. I need to know exactly, who you're going to talk to.

I need THAT adjective.

So, forget assigning yourself a word a year, and take the time to give one to your audience instead.


This is a word that will actually serve a purpose for you (namely making you money).

Need a little help getting into the head of your dream audience?

I'm here to help you. And you won't get typical lame, surface-level talk about your *ideal customer*. I'll take you deep into the mind of your audience — making your copywriting, pitches, sales offers, and pretty much everything WAY EASIER from here on out.

Also, I help you to create your own foreign rights licensing business in global book publishing as a service offering to your clients.

In the meantime, enjoy the freedom of not having to sum up your entire year in a single word. Screw that nonsense or as *Doctor Who*** would say: "If I'm ever in need of advice from a psychotic potato dwarf, you'll be the first to know."

To all the words and with sooo much love ,
xoxo Claudia

****FUN FACT:** There's a hidden inside joke on Google Maps, an Easter egg that transports you at London's Earl's Court Tube Station INSIDE the Doctor's TARDIS. [CLICK HERE](#) and move your computer mouse (on the double white arrow) carefully around until you get into the blue police call box. Enjoy a full 360-degree view of a detailed replica of the Doctor's time machine!

P.S. Wouldn't you love it if someone was there to troubleshoot problems BEFORE they arise?

Find out more here:

FOREIGN RIGHTS HERO MENTORSHIP

You want to create a profitable foreign right licensing business for your publishing house but know yourself well enough to hesitate before jumping in and would love an expert at your side to help you make it sustainable and successful.

RISE & SHINE REPRESENTATION*|**

You're looking to develop a robust domestic and foreign rights licensing biz around around your published book(s) but don't know how to do it or struggle to move forward. The next RISE & SHINE is going to open for your submission from 1. October 2021 - 31. October 2021.

*For Publishers:

You are a big-hearted publisher and wish to seamlessly expand beyond your core business into international and foreign rights licensing with specialized support with a fast turnaround time so you can focus on your own business.

**For Authors:

You are a passionate author, have written and traditionally or self-published one or multiple books and sold 5.000+ copies at a reasonable price and want to place your book(s) in front of thousands of international commissioning editors and potential licensees with custom-tailored support for your unique situation.

EXPLORE & NAVIGATE STRATEGIC CONSULTING

You want to expand your publishing business, get more publicity, promote your books in Europe and beyond and increase sales but your time, budget and resources are limited and you feel overwhelmed — and need fresh ideas to kick-start your biz.

[Warning: I have high standards. Be prepared for an honest assessment!]

Want in? Just hit reply or send an E-Mail to contact@the-wittmann-agency.com

P.P.S. Dream customers (Download here your copy of the [Spring & Summer Magazine For Book Lovers 2021](#)) are a pleasure to work with.

[Sustainability is key to business success and should be a priority](#), but nowadays it's often dominated by a 'quick wins' mindset.

So, here's what BIG success in international & foreign rights licensing in global book publishing really looks like...

CALL BELL...Silencio, Silencio...in order of appearance:

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

YOFI by Oliver Bantle | Can Sanat, Turkey
(licensing contract running since 2011, contract renewal for 5 more years)

NATUERLICHE HORMONTHERAPIE by Dr med. Annelie Scheuernstuhl / Anne Hild | Gruppo Editoriale Macro, Italy
(licensing contract running since 2015)

NUETZLICH SEIN by Lama Ole Nydahl & Dirk Grosser | Czarna Owca, Poland
(licensing contract running since 2013, contract renewal for 5 more years)



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Well, today's the day. This year's your year.

[LOVE LETTERS TO BOOKWORMS](#) | [MAGAZINES FOR BOOK LOVERS](#)

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