

THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 4 min 50 sec

Hola, my lovely Bookworm!

Have you ever gone all *Zero Waste* on your cluttered home and your closet?

I have, and it was liberating.

For years, I'd stand in front of my overstuffed shelves — a rainbow of expensive stuff, too-good-to-throw-away finds and a huge closet covering every trend from bootcut jeans to neon lime shirts — and complain that I had nothing to wear. (Do I see your silent nod?)

The magic of simplifying

Then I discovered French-born Bea Johnson and her "magic of simplifying your life" along with other minimalist and sustainable teachings because moving flats and regions a lot made me desperately crave order — even if it could only be achieved in my closet at first.

I learned the art of paring my clothes down to a simple collection of items you can mix and match. All in my streamlined colour palette (A colour analysis at a certified beautician said my seasonal colour type is Summer, which means cool and light colours look fabulous on me).

I committed myself to buy only things that "sparked joy", are needed and looked decent on me too.

I cut my wardrobe by 1/3 and could suddenly see the forest for the trees. It

was exponentially easier and faster to get dressed every morning. I felt lighter. It truly was simplifying my life.

Simplifying your brand messaging

It got me thinking about my clients, who regularly come to me with messy, cluttered messaging, believing what might work locally will work globally, too.

They're thinking all these thoughts and words and ideas about their business but haven't a clue what to prioritize and how to articulate them and how to reach a culturally diverse global audience.

They're trying to say all the things (that might resonate with their local consumers) and it's preventing their ideal customers of their culturally diverse target market from knowing what the hell they're all about, let alone buying anything.

For example, if you're a doughnut bakery, and you're like,

"We make the best doughnuts because they're fried in coconut oil and also they also melt in your mouth AND everything is organic and all our bakers are classically trained and if you're gluten-free we've got your back! But also you don't have to be gluten free and did you know our bakery was founded by our granny who made doughnuts in her shed on the prairie?"

Uh-oh, you lost me at "doughnuts", right. Because here's the thing:

Brands who try to say everything end up saying nothing. When you speak to everyone, you speak to no one.

Unlike you, potential customers aren't living and breathing your business 24/7, even if they're in the same industry.

They need simple, digestible messages from you, or they'll feel overwhelmed and move on faster than you can put on your kettle.

But don't worry, this problem can be solved.

You just need to *Zero Waste* your brand messaging.

See, this glorious principle of stripping things down to the most joy-inducing essentials of human desires and emotions can also be applied to the words you use for your business.

Simplifying your brand messaging exercise

In under 3 minutes, I walk you through a simple and fun exercise now.

During my outdoor rollerskating, I was chatted up by a father with his

daughter, both on Inline-Skates.

The 34 year old woman told me, she works in a place for mentally handicapped people and asked me bluntly:

“And what do you do for a living?” and “What does self-employed mean?”

I thought: "Simplify your message because if you confuse, you lose".



Developing the skill of answering so clearly that anybody could understand is something that every single business owner and entrepreneur should be doing.

The trick is not to answer as though you assume the asker is stupid — that would be assuming that your customers, clients or readers are stupid — which is the best way to ensure that you don't have any.

Instead, explain your brand message assuming that the attention span of the asker is very short, that they will lose interest or become confused if you include any extra information or use industry lingo and that they have no previous knowledge of you and your industry.

So, taking a page from the queen of *Zero Waste* will help you find clarity and make your brand messaging understandable to people who are just seeing it for the first time.

It'll help you figure out:

- What needs to be said, first and foremost.
- What you can say in the event you have extra time or space.
- What you don't need (and shouldn't) to say, ever.

Yep, some of your words and ideas will end up dead on the cutting room floor. It's just ok...they won't feel a thing.

5 Steps of the Message-Zero-Waste-Simplifying Method

Just like Bea Johnson's method comes down to one simple question: do you NEED (or just want) this and does this spark joy? So, too, does the Bea-inspired messaging method.

My lovely Bookworm, get out a piece of paper and do it now:

Step 1. Write down everything you WANT to say about your business or product.

Step 2. Go line by line and ask yourself, "Does this message spark joy in my ideal customer (locally and/or globally) — and me?"

You want your message to resonate with people in a positive way, and you should love it, too... 'cause you're gonna be repeating it ad nauseum.

Step 3. Keep the messages that spark joy. Toss the ones that don't.

Step 4. Make the single most joy-inducing message your (local and/or global) hero, or run a test on a few.

Step 5. Save the runners-up as secondary messages you can use to support your main message when you have the time, space, and interest from people.

So channel that adorable *Zero Waste* master of a woman and slay all the unnecessary messaging swirling in your head around your business, product, or offer.

The simple act of prioritizing one message and identifying some that are irrelevant will go a long way toward streamlining how you talk about yourself.

How about you? Are you trying to say too much?

If you feel compelled to "vomit" all the features, benefits, and differentiators of your business, product, service, offer at people in the hopes something will stick, step back and spend some time with this Bea Johnson-inspired exercise.

It'll be simplifying your biz brand messaging. Share with me how it goes.

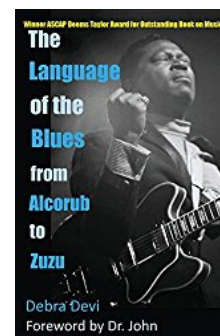
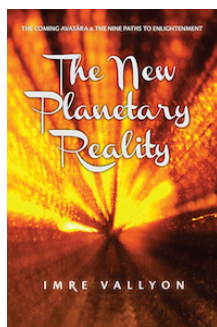
Cheers + love 💕,
xoxo Claudia

P.S. I wish I could *Zero Waste* all areas of my life. Yesterday I found my missing garden shovel nestled in the soil of an outdoor plant. :))

P.P.S. For you skimmers, [here's the link](#) to my latest LOVE LETTER TO BOOKWORMS posts, which will help you conquer any clutter getting in the way of your strongest messaging and business dreams. Go ahead.

P.P.P.S. If you're interested in fast, safe, and strictly confidential marketing advice, contracting services or business mentoring, check out my new *Zero Waste* structured [Strategic Consulting](#) page.

P.P.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.



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The Wittmann Agency
Lutherstrasse 23
06886 Lutherstadt Wittenberg
Deutschland | Germany
contact@the-wittmann-agency.com
[the-wittmann-agency](#)
USt.-IdNr. / VAT-Nr. DE279052110