

THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 5 min 02 sec

Hallo, my sweet Bookworm!

This situation is all too common:

A startup or small business owner comes to me, ready to crank out a bookish idea, blurb, or foreign rights licensing campaign for their publishing endeavour.

“Yeah, cool,” I say. “So, what're your brand and books all about?”

Aaaaaaaaand silence. So quiet you could hear a sweat pearl drop.

They're asking me for a critical piece of communication with the world, yet they can't state with any clarity what and how their brand and their books communicate.

It's like they started a business and thought (or maybe *hoped*) that the brand and the books would just kinda take care of themselves.

Have you ever tried this with a baby or an elderly?

Thing is, that's like me letting my nearly 80-year-old mom, a stroke and skin cancer survivor care for herself all the time.

Sure, she could function, but she'd spend her days binging on TV, eating fatty fried stuff for every meal, forgetting to drink enough water and non-stop working in her garden...until she'd become sunburned or rain-soaked.

She is quite fit but needs care, rules and help.

Just like your brand and your books.

Before your brand can hold its own like a grown-up and attract throngs of buyers and readers with the right words, it needs a proper foundational upbringing and care — created by answering questions like:

- What do you stand for? What do you stand against?
- Why does anyone care?
- What's your competitive edge?
- How are you positioned in the market?
- How does your brand make people feel?
- What's the one thing your brand wants people to know, above all else?

And quite a few more. The same applies to your books. Yes, treat each of your books like a “mini” brand.



There's a ton of brainpower that goes into creating a polished, consistent brand that slays with a brilliant copy.

I'm talking more about creating a strong, intentional and sustainable brand in book publishing on my [Educational Training](#) site.

This is ideal for online business owners and modern publishing entrepreneurs of every genre and at any stage who are looking to level up how they communicate their brand and their books to the world.

Until then, start warming up that brain. It's got some thinking to do.

Cheers + love 💕,
xoxo Claudia

P.S. For Fellows: The hard part of writing and publishing a first book — well, let's not kid ourselves, it's one of a million hard parts.

You: **„So how much will it cost to work with you, Claudia?“**

Me: **„I ain't cheap. But I'm a great value.“** ("Ich bin käuflich aber teuer.")

In fact, the clients I helped have since booked enough new business and deals to cover every single cent they invested.

That's right, it has already literally paid for itself.

Are we a match?

So you're a writer and/or publisher and/or agent — in short — a modern publishing entrepreneur. Or want to be a modern publishing entrepreneur, or just look like one. (Hint: soft lips, warm smile, kind eyes, and you hunch over your computer like you're a video game addict.)

I can help you with questions like:

- „What are the rules and hidden Do's and Don'ts in worldwide book publishing?“
- „What kinds of writing can I get paid for?“ „What are the current trends?“
- „How can I protect my brand-new bookish idea?“
- „How do I calculate, produce and sell my books without getting burned?“
- „What does fixed book price mean for me?“
- „How do I pick an attractive book title for my *book baby*?“
- „What's a compelling blurb that will sell?“ (Hint: I have nearly changed all book descriptions of the books I was selling to foreign countries together with my British translator pal Ruth. Otherwise, none of them would ever have seen the light as a licensed edition.)
- „Do online courses of best-selling authors help?“ (Hint: Popular US-American masterclasses with tips, tricks and tools for the #WritingCommunity often not adaptable to European, Asian and other markets and laws)
- „How do I design a book cover that sells more books?“
- „Where could my marketing be better?“
- „Do I have to write cheesy newsletters or is there more to life than that?“
- „What's the best way to collaborate with readers, clients and freelancers?“
- „What about my competition?“
- **„Can we have a coffee (= can I pick your brain *fo free*)?“** (I get that one a lot. I'm not available for coffee. I'm a black tea addict, but I don't judge you for asking.)

And many, many more.

Not a writer or publisher or any other kind of modern book publishing entrepreneur, don't want writing/publishing help, but want to use me for something? Read on.

If you read my [LOVE LETTERS TO BOOKWORMS](#) or catch up on my site [Educational Training](#) and like my style (I'm exactly the same in the German language), and you want to hire me for something but don't know what, you can hire me just to hang out with you.

Oh, I'm serious.

Yes, I guess it's sort of like an *Escort*, but instead of *** I'll give you fresh ideas, feedback, direction, perspective, whatever you need for your business, your project, your life.

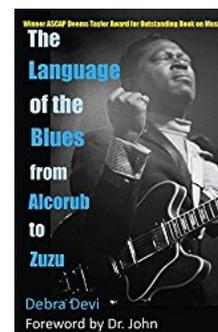
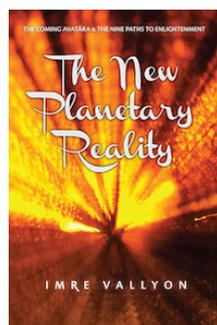
I'm good in 1:1, in a small group and I give great brainstorm.

Apparently, all this is called "mentoring and consulting". Not high-end escort service. Let's just call it creative fun. Or uncreative, if you prefer. I can be enormously disruptive on request. ;) Also, the premise doesn't have to be business. I'm fun at parties, events and meetings, too.

Two rules: no names, and no kissing on the mouth.
(Not kidding. It has happened...more than once...and I would be grateful if you don't do that...but I don't judge you. We're only human after all.)

P.P.S. Come to think of it, my mom actually does often binge TV, eats her most-loved "no-name" recipe (all she can find in the fridge goes in the pan), drinks coffee instead of water and is "over-exercising" in her garden until exhaustion. I'M DOING THE BEST I CAN.

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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