



## Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

---

### Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

---

Reading time 5 min 14 sec

# Hey and hello, my lovely Bookworm!

## “It's definitely a YES!”

Don't you just love hearing that, my sweet Bookworm, especially when it comes to your dreams?

Remember the line of the 90's movie *Pretty Woman* when a man walking across the street asks:

## “What's your dream?”

I used to have a female babysitter who dreamed of having a loving family and a baby of her own.

She'd spend all day long playing with me to escape her own unloved upbringing.

Being a mummy in sunny Leipzig-Markleeberg was definitely a part of her dream.

Everyone has their own dreams.

Lots of us have probably had our dreams delayed by the global Covid-19 pandemic but we shouldn't let go of them.

As we're inbox-buddies, it's just you and I here, so tell me:

## My sweet Bookworm, what's your dream?

- Wish your publishing adventure to flourish – from products to profits?
- Is it to stand out and be more visible online and worldwide?
- Win 5 extra clients by the end of the year?
- Deliver a Zoom talk?
- Is it to write / publish a book?
- Launch a product or service that your audience all want to buy?
- Get invited to speak at that industry event you've always wanted to be at?

Want to know the fastest way to achieve that?

### **Build credibility and trust around your own brand.**

You see in all of those cases you've got to get out there and pitch to those people.

But you know what'll make your life so much easier before you walk through that door?

### **Having a strong, trustworthy and credible reputation that does the hard work for you.**

And the fastest way to do that?

### **Get out into the spotlight and get publicity – don't attract the wrong but the strategic kind:**

- be a guest on a **blog** or **podcast**,

Example: [Read my guest blog post right here.](#)

- get **reviews** and **testimonials**,

Example: [Check out my raving testimonials plastered all over my site.](#)

- provide a **comment** to the media,

Example: [Even if I've never been a Literary Agent, it's been a great gig.](#)

- speak on a **panel** or **industry event**.

Example: [This was killer: Met an exciting variety of creatives from Canada.](#)

Simply, do the stuff **that makes your brand hot stuff.**

One that sizzles with buzz and industry excitement!

### **That way you don't need to bang on the door.**

In fact, you'll get sent a nice invitation to **glide** right through it.

My wonderful Bookworm, one of my modern publishing entrepreneurs, is gliding through a lot of doors at the moment.

He turned his best-selling non-fiction books

WOW! HOW TO CREATE NEW REALITIES | | MUST-HAVE-BOOK ON THE 2-POINT METHOD | | MATRIX TRANSFORMATION



into easy-to-digest step-by-step online courses and has a [whole page dedicated to his coaching work on the web](#). (no affiliate).

Today author, coach and publisher Mircea Ighisan makes 7 figures selling online courses.

So if you're thinking:

*"You know what, I have dreams, Claudia! I want to start being invited to the table because I damn well deserve it now!"*

...then come and [join me](#). This will be a true game-changer.

**And, here's what you get if you sign up with me:**

My *The Wittmann Agency* is custom-designed for creatives like you who are deeply committed – it's about supporting and helping you to rise above the noise and stand out, find benefit-driven solutions to those things, you're thinking, when you can't sleep at 3 am and give you what you need to succeed over the long haul.

**I help you to become an expert at doing it yourself in a way, that you're saying, "Yes! That's what I want my life and work to be like."**

Here's what it'll walk you through:

- **Develop your book's message** so that it **resonates with the exact foreign readers / foreign publishers you want** to attract — inspiring them to pick up your book!

- Get a **step-by-step process on how to craft a book pitch, create and design a book description for an international audience, set up a foreign rights and licensing site that excites domestic and foreign publishers**, even if you don't have a huge following.
- Learn how to **find the people who will love your work as much as you do**. (And you'll get the important nuts and bolts on where and how to find the right foreign publishers and what to expect!)
- Get some pages out of my **Foreign Rights & Licensing Marketing Playbook!** I'll teach you how to set up a **Global Online Marketing Plan**.
- **Learn directly from me and benefit from my 2 decades of insider knowledge** in global book publishing and foreign rights licensing

The best part?

You're part of a worldwide community of big-hearted creatives who are taking charge of their *own* success now.

Did I mention all the above tweaks were done for clients like

Theseus Verlag (Germany) - Lüchow Verlag (Germany) - Conbook Verlag (Germany) - J. Kamphausen (Germany) - Aurum (Germany) - Schlütersche Verlagsgesellschaft (Germany) - BuchVerlag für die Frau (Germany) - Wildfisch Verlag - Life Trust Verlag (Germany) - Onnen Lähettiläs (Finland) - Ellwanger Verlag (Germany) - styria Verlag (Austria) - molden Verlag (Austria) - pichler Verlag (Austria) - edition styria (Austria) - kneipp Verlag (Austria) - humboldt Verlag (Germany) - Stark/Pearson Verlag (Germany) - Blottner Verlag (Germany) - Tigerbaum Verlag (Germany) - KorosNord Verlag (Germany) - Edition Reiseratte (Germany) - Dryas Verlag (Germany) - Goldfinch Verlag (Germany) - Eazybookz Verlag (Germany) - Matrix Transformation (Germany) & Brilliant Life (Romania) - Elwin Staude Verlag GmbH (Germany)


just to name a few, mostly in my [Explore & Navigate](#). That's a service I offer.

### **It works like this:**

1. You contact me by E-Mail at [contact@the-wittmann-agency.com](mailto:contact@the-wittmann-agency.com).
2. After you click "submit," as confirmation you'll get my [WANNA GET TO KNOW YA ultra-short questionnaire](#) to get to know you and your desired goal.
3. Next, you'll find a slot in the calendar that works for you and request it.
4. I get back to you, and we're off to the races.
5. We have a life- and business- and game-changing, an hour-long session on Zoom or by E-Mail. Your choice. You watch me create stuff on the spot.

6. You reap the sweet rewards of your improved copy and marketing into the future and infinity, riding on a silky, green-yellow, flying budgie into the sunset. (because riding off on a unicorn is totally overrated.)

[Come to my room now](#) — or hit reply [HERE](#).

Cheers + love ,  
xoxo Claudia

---

## Want even MORE?

- Weekly motivation
- Curated tips & tools & deals
- Exclusive giveaways

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

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

**Pssst!** If you forget why you're hearing from me, Claudia Wittmann, it's probably because you signed up for a superb freebie on my site, ordered a catalogue or submitted your book. If you don't want these E-Mails, you can say „Goodbye“ at any time. Also, note that links may be affiliate links. I occasionally promote things for a commission, but only things I like and believe in that I think you'd like, too.

For occasional (and awesome) social updates, here is where to find us.  
[YouTube](#) - [Twitter](#) - [Pinterest](#) - [Xing](#) - [Kress](#)

---

© Text and Translation protected under Copyright & Property of The Wittmann Agency

---

The Wittmann Agency takes spam very seriously. This email message meets all the requirements of international anti-SPAM Acts as well as EU Law (CSNA) and German Law (UWG). If you would like your email address removed from all The Wittmann Agency eNewsletter email lists, click below to unsubscribe. Please be advised that unsubscribing this way will remove you from all of The WittmannAgency's e-newsletter subscriptions.

---



Pssst! If you forget why you're hearing from me, Claudia Wittmann, it's probably because you signed up for a superb freebie on my site. If you don't want these E-Mails, you can say "Bye, bye" any time. | Note that any links might be affiliate links. I sell things sometimes.

Wenn Sie diese E-Mail nicht mehr empfangen möchten, können Sie diese [hier](#) abbestellen.

[Our Legal Notice & Data Privacy Statement](#)

You are subscribed to The Wittmann Agency's global e-Newsletter. If you wish to unsubscribe [click here](#).

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