



THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 2 min 19 sec

Bonjour, my beautiful Bookworm!

***Public Announcement*, my lovely Bookworm!**

— “Please don’t be THAT business owner.”—

The one who hears they need to “brand” their business and heads straight to the next graphic designer and...

- haggle and fight over colours, (Ninja Tip: simplify, simplify, simplify)
- stress over fonts, (Ninja Tip: readable, legible, online friendly)
- crowd test 7 different logos. (Ninja Tip: totally overrated)

When they finally land on the look of things, they’re done. And they think they have a brand.

N O P E.

My lovely Bookworm, your brand is NOT:

- a series of design choices,
- your tag line,
- your name,
- your positioning,
- your website,
- your social media,
- your business card, brochures, catalogue,
- your trade show booth.

Your brand is the SUM of many parts, just like you are, my lovely Bookworm.

You're more than a pretty face, right. You've got your own:

- personality,
- core values and
- special way of talking and being.

All these things work together to make you, YOU, my lovely Bookworm.

Here's an example of **brand experience** with me (pic) and my *The Wittmann Agency* :



An: Frau Claudia Wittmann

Hi Claudia,

I am really happy for your warm and thoughtful mail, and I do appreciate the effort you gave although we don't have the chance to work together.

Thank you for the links.

I hope one day this book of mine will be published in German and you'll read it :)

Thank you,

B.

So from now on...

...when you think "brand," please think bigger than logos, colour palette and vanity metrics. Beyond what your brand looks like, you also need to know what it...

Feels like.

What kinds of emotions does your brand stir up when people encounter it? How does it make them feel? People buy on emotion and this is a critical thing to be mindful of in order to create a powerful, lucrative brand.

Acts like.

How does your brand behave in the world? How does it interact with humans? What does it do when nobody's watching? Would you love to be your own client?

Sounds like.

What's your brand voice? Is it quietly intelligent, snarky, loud, witty...? This should be as consistent and well thought out as your logo design, particularly if you are NOT a personal brand with a built-in personality.

Talks about.

What are the sticky messages your brand is putting out into the world? What would you say if you had 10 seconds on a live national broadcast? What should people know you for? If the only thing they can recall is a nice-looking logo or the colour washed-out green, that's not gonna get you very far.

A German proverb says: "Wie man in den Wald hineinruft, so schallt es heraus.", which means, treat others the way you want to be treated.

Hey, maybe we can acronym these.

Know what your brand:

Feels like

Acts like

Sounds like

Talks about

Brand your business **FAST...**

I have to confess...I really liked the acronym part most. ;)

Now go and nail your business brand FAST.

Talk to you next Monday and with endless love, 

xoxo

Claudia

P.S. My [RISE & SHINE Foreign Rights & Licensing Representation](#) is only open for four weeks, so [hop on my list now](#) and I'll make sure you're the first to know when the **doors swing open on Friday, October 1st!**

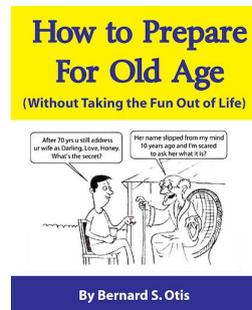
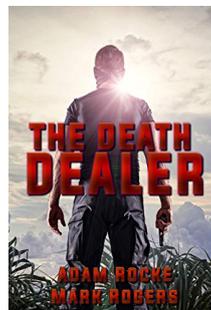
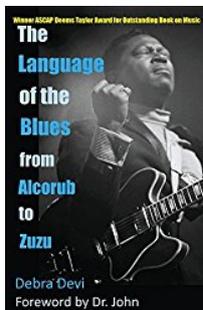
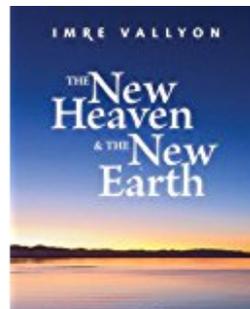
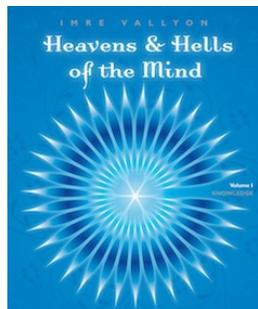
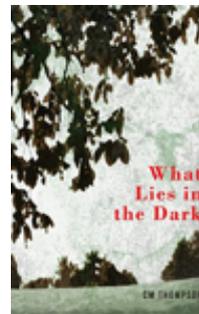
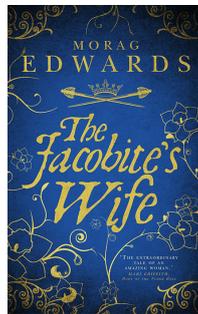
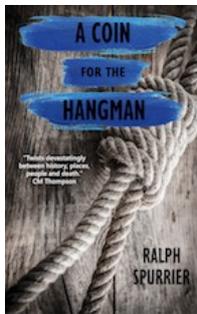
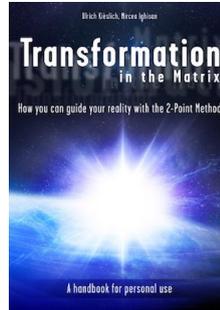
Actively seeking for my *Rise & Shine...*

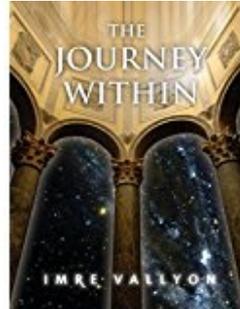
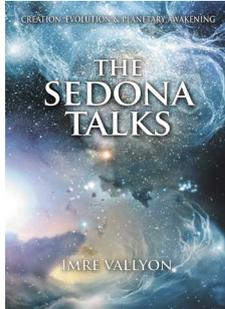
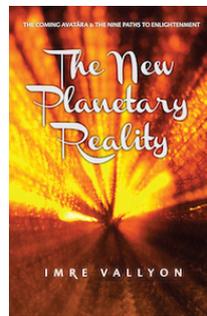
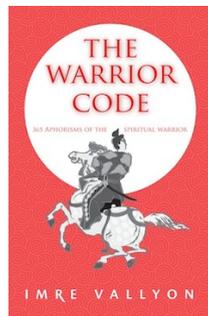
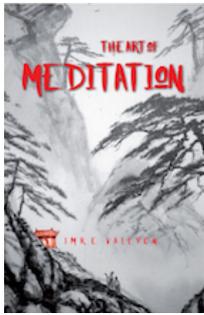
I'm looking for fresh, new voices and stories, and actively seeking:

Non-Fiction: self-help, business, health, history (NOT WW I+II), parenting, music, how-to, popular science, business, biography, sports, popular reference, cooking/nutrition, writing, humour, spirituality

Upmarket Commercial Fiction: romance, psychological suspense, thrillers, crime novels, historical thrillers, historical fiction

[Click this link](#) to save a reminder to your calendar & you'll make sure to send in your awesome works as the door opens.





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