

Wird diese Nachricht nicht richtig dargestellt, klicken Sie bitte [hier](#).
Have you trouble viewing this email? [Click here](#).

THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 4 min 00 sec

Happy Monday, my lovely Bookworm!

Do you remember? Did you like them in the 90s? How many of these doll trolls did you own?



I had a few but didn't like them very much except for progressing my skills as a young aspiring hairstylist. ;)

If modern-day trolls were like these funny, cute and weird-looking doll trolls!

I had my darling troll a couple of days ago.

Writing and sending my [LOVE LETTERS TO BOOKWORMS](#) is my weekly ritual.

After hitting 'send' I decide, whether and what to share on my website ([Educational Training](#)) and different social media platforms ([YouTube](#) - [Twitter](#) - [Pinterest](#) - [Xing](#) - [Kress](#)).

And while it isn't easy to have that many people, including the rocky terrain of the online public, holding me accountable, it definitely keeps me going and motivated.

Recently, I wrote a short post, added an infographic and explained how I could be of help to sell foreign rights by taking results-getting baby steps.

I paralleled it with my [FOREIGN RIGHTS HERO](#) course that will be coming up and said something along the lines of:

“Are you interested in getting help to sell foreign rights for your book(s)?

Want easy-to-implement ideas to get your word spread & make YOU the go-to resource for your bestselling work(s)?

So head to the website (link to my page) if you would LOVE my help being more proactive!”

Nothing too controversial about that, right?

But one person that day who read it wasn't happy!

“I bet no one is interested in selling one's copyright for good.”

Proper modern publishing entrepreneur know-it-all rage, right?

I mean this person says on their website is an author, publisher and translator for legal stuff and was so “wildly determined” to tell me “to has all the answers” that they'd replied to all my further helpful explanations with another non-constructive comment, which revealed, they know little to nothing about international and foreign rights licensing.

Who has time for that?

On a Monday at 12:30?

It's your lunchtime for God's sake!

It reminded me of a brilliant thing my family and my friends told me when they heard I was giving up my corporate career to start my own business.

“Claudia, you'll be dealing with all sorts of weird, crazy people out there. No one's filtering them, so you'd better grow a thick skin. And remember, don't take any toxic behaviour or harsh, unfair or brutal criticism personally.”

And I don't.

I felt sorry for that person.

There're a lot of mentally unwell people out there. And no matter how helpful

your work is or what you say or do, they feel they've got it all figured out and there's nothing you can say that can teach them anything.

Trolls try to poison your soul – for attention, revenge, boredom or personal amusement, often on the internet or in form of digital blackmail — for the entire world to see.

Once something is put online, it can't ever be truly deleted — even if the post is removed.

Why do people troll online? They want to lash out at people who are being:

- successful,
- happy,
- enjoying their life – because they can't themselves.

To get “enraged” that someone in the world has a small dream business in international book publishing and is happy to help other book publishing creatives to achieve theirs means you're having a really lousy day.

The thing is, if you're in a vulnerable place (and the global pandemic has hit the creative industries around the world very hard) there will always be some people who will try to subtly hurt you and make you feel miserable.

And from my own experience – I've had one huge case of sh*t a couple of years ago and did suffer for very long – I can say that some will stop at NOTHING.*

Keep yourself open and don't let others bring you down.

Or as my dad used to say: “Was stört es eine deutsche Eiche, wenn ein Schwein sich daran schabt.” (An equivalent in English: “The moon does not care if the dog barks at it.”)

So, get angry for a minute (privately!), and then go for a walk, listen to your favourite music playlist, enjoy rollerskating – whatever releases your stress – and then imagine you're a cute glowing firefly and radiate them some sympathy, love and kindness.

Because they've been triggered by you, my lovely Bookworm!.

People will always be triggered by ambitious, successful and happy people because they're insecure and might get a kick out of being negative towards someone else.

It holds a mirror up to their own baggage.

It's important to know this because by engaging with trolls, you feed their egos and make them happy at your own expense. Recognise that and move

on.

And keep doing what you're doing.

Be ambitious.

Be bold.

Invest in yourself and keep growing.

Happiness comes from progress and if you are not growing, you are dying.

I believe in you, my lovely Bookworm – the power you have inside and the impact you're here to make.

And as you continue on your journey, please know that you're not alone and if you need help, you know where to find me ;))

With so much love 💕.

xoxo Claudia

***Be always good to yourself and aware of the dark side of getting yourself out there:** There will be people and organisations who use several unethical methods to hurt you personally and your business. They'll try to destroy your good reputation, cause you huge financial losses or simply sabotage your entire business.

PS: Need a sizzling read for next month? Grab my fab digital catalogue. It's one of my favourite things I've created this year to support ambitious publishing entrepreneurs. [CLICK HERE to download your digital copy](#) of my International & Foreign Rights Catalogue Fall & Winter 2021 directly and get your book rights.



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