



## THE WITTMANN AGENCY

### Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

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

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Reading time 3 min 23 sec

## Dzien Dobry\*, my gorgeous Bookworm!

I HAD to email you, my lovely Bookworm —

The huge social media shutdown made me think of everything I stand for with *The Wittmann Agency*.

### What has happened?

Here's a little recap for you: Facebook, Instagram, and WhatsApp were all offline earlier this month, leaving billions of people around the globe scrambling.

Not only did the global social media outage halt people's ability to binge their favourite videos, pictures and memes but it was also a brutal reminder that you CANNOT build your entire business on a rented property without having dire consequences.

Social media platforms are "rented land" that you do not own.

These third-party platforms sometimes exploit users' dependency in different ways and are often there to prey on unsuspecting newbies.

### An easy thing you can do RIGHT NOW.

Consider this a sign to dive back into [5 Mistakes Even Smart Publishing](#)

[Professionals Make And How To Fix Them](#) and re-read the perfect complement guide to this workbook [25 Digital Marketing Tools And Services Modern Publishing Entrepreneurs Can Trust](#). Invaluable insides and tips for book publishing creatives you can't afford to miss.

Remember, I'm here to help you build a sustainable, lasting business in global and digital book publishing.

### **How to set and achieve your long term goals.**

There's a lot of shadiness in the global and digital book publishing business world, so as an antidote, *The Wittmann Agency* is where you can expect straight-to-the-point-teaching + easy-to-implement action steps + real-life examples, radical honesty, and real help.

Unfortunately, self-acclaimed gurus and the \*online bubble\* tell you, that you can get easily "major deals" overnight (Which can actually put an author's entire career at risk since a "successful" book is one that earns out its advance. The same applies to domestic and foreign rights licensing deals. The publisher or licensor either drops the authors who fail to earn out their advances or offers far less money for their follow-up efforts.) and succeed without having a thoughtful marketing mix strategy.

### **"Whether you think you can or you think you can't, you're right." – Henry Ford**

Even if everyone else gets caught up in chasing mysterious algorithms, unrealistic goals, huge advances, big names — keep in mind that social media alone doesn't necessarily equate to meaningful success nor sustainable business in book publishing.

You should always "mix n match" where you showcase your products and services and not put all eggs in one basket.

In my own business, I use a variety of "ingredients" to achieve a desirable result. That means I'm embracing "rented land" but it's not my main and only option.

For example, some of my favourite go-to experts have less than 200 fans on social media or no social media account at all. That's pretty ok. I'm not going to them for social media advice.

And many experts I know don't want to be constantly in the fickle social media "limelight" – but they know what they're doing in their respective fields.

### **It's about degrees AND experience.**

I know a lot of MBAs and long-standing book publishing people who know

nothing about global book publishing, international & foreign rights licensing, or modern online business.

That's fine, depending on their jobs, may it be as an editor, publisher, graphic designer, translator, PR or marketing person.

In book publishing work highly specialised people with a wide variety of skills, but in the last 20 years, we've seen an increase in the number of low-skilled and inexperienced I-love-reading-employees because they are just cheaper and outsiders with a stubborn love of the printed book, who don't know that it's getting harder and harder every year to sell new titles and that the vast majority of books fail.

While many high-skilled and experienced employees have left the industry for good (nearly my entire study group works in other industries now, where they get better paid, more valued and respected) or have turned to freelance work.

So, don't get caught up in degrees or certifications or impressive job titles (or lack thereof) – it's about what that person can really do for you and your business.

Just talk to business people who've been around for a while — social media numbers aren't everything but your relationships with your customers.

My lovely Bookworm, now I'm curious — what did you do while these platforms were down? What was the first thing that came to your mind?

Now go do something great for YOU!

'Til next Monday and with endless love, 

xoxo

Claudia

\*Dzien dobry (jane-doh-brih) = Good morning/Good afternoon in Polish.

\*\* Here's a link to [an anonymous spreadsheet where authors are documenting their manuscript advances](#) (not foreign rights and licensing advances!) — but it's not comprehensive.

**P.S.** I saw this tweet about the outage and I had to respond to British novelist Roopa Farooki :)



**Claudia Wittmann**  
@Mrs\_Wittmann



😊 Have also read a book. :)



**Roopa Farooki** @RoopaFarooki · 4. Okt.

Lol didn't even notice the social media outage until the kids told me because I was reading a BOOK 📖💙👤  
(Start a book tonight, it's what the universe wants for us 😊)

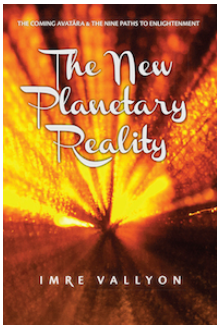
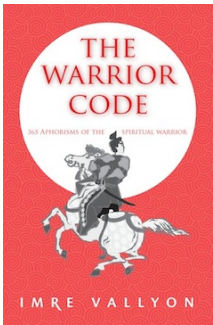
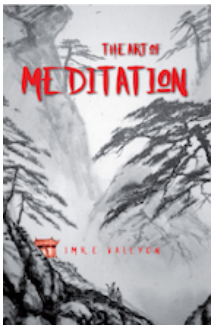
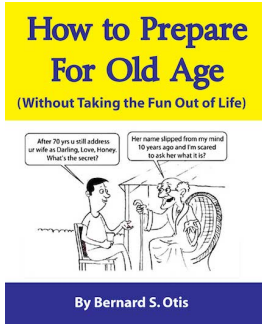
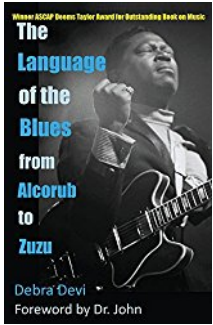
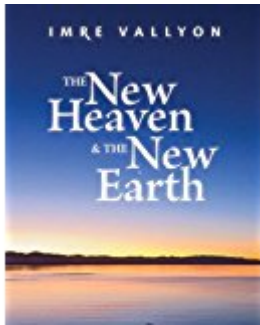
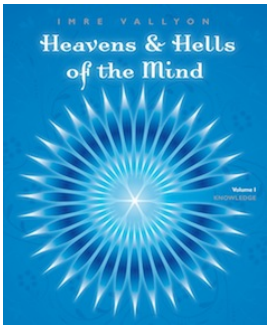
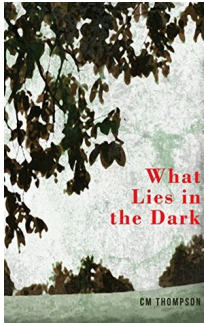
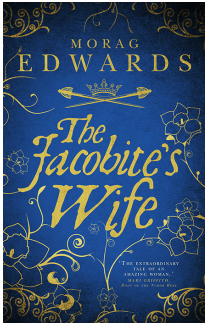
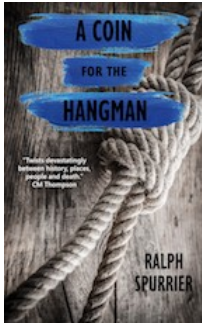
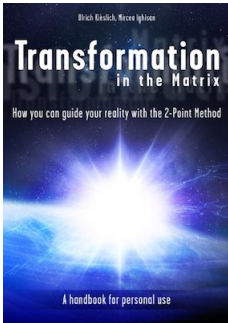
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1 „Gefällt mir“-Angabe

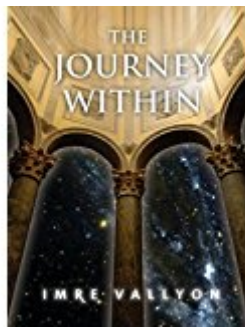
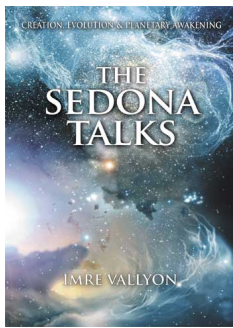
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