



## 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 15 sec

# Szia\*, my gorgeous Bookworm!

**Have you ever been massively misunderstood?**

If you say,

**"I read two books this week,"**

people will say, "Oh, you're so good! I need to read more."

Most people don't care what book it was. You get points just for saying so and (hopefully) reading and finishing it.

But if you say,

**"I binged all the episodes of this year's *Graham Norton Show*,"**

you don't get the same hand claps. And nobody says, "Good for you!"

Even if it's one of "the best TV" shows to watch and re-watch like the BBC sci-fi cult hit series *Doctor Who*.

They might say, "How do you have time to do that?" Or "I need a new show to binge."

But not "I really admire that about you. What a great habit."

**Not "Congrats on watching so much TV! Do you think you'll keep it up?"**

Last week, I saw an online article — “Reading books vs. watching TV — is one really better for us?”

That's the thinking most of us grew up with:

**"TV is bad. Books are good."**

Books are a "deposit" into your bank of awesomeness. They water the seed that is your best self.

Books are brain superfood, while TV is somehow cholesterol-laden fast food.

Growing up without telly wasn't bad, so I've always been fascinated by the distinction we make between reading and watching, how there's a social hierarchy among different types of consumption.

I was about to write a whole thing about it and suddenly realised that it's like in the business world:

Misunderstanding, misinterpretation and miscommunication are the main sources of our trouble and why we're sometimes snobby to each other, when it comes to books vs other forms of entertainment as well as business vs hobby.

**“The biggest problem for humanity, not only on a global level but even for individuals, is misunderstanding.” ~Rinpoche**

I have received many smart questions and busloads of bizarre requests and to avoid a misunderstanding...

**Here's my big promise to you:**



### **1) I'll never promise you the world and a rose garden.**

I'm not going to send you dishonest E-Mails about how I live on a yacht and travel around the world, while I work for 5 minutes a week and spend the rest of my time sitting on a mountain of endless cash. (Exactly, this is the movie "The Wolf of Wall Street" with brilliant Leo DiCaprio.)

That's a load of BS.

The undeniable truth is: Being an entrepreneur is freakin' hard work.

Every. Single. Day.

It's fun, it's rewarding and freeing but it's insanely hard.

Also, I'm not so culturally conditioned to celebrate anyone who has big bucks or makes bucketloads of money for anything (and talks about it constantly), never mind whether it's merited.

And sitting on a pile of money seems highly uncomfortable. ;)

## **2) I'll always tell you the truth.**

Like now, for instance, I'm literally \*dressed-up\* for work but wearing my trousers' zip open (after too much of my mum's finger-licking apple puree), because I can. It's comfortable, and my elastic stretch jeans is my friend.

## **3) I won't ever waste your time.**

You are busy as hell, I get it.

And there's tons of noise out there so I take you, your time, and your business seriously.

This brings me to: **What is The Wittmann Agency?**

### **Your source for help with:**

- Developing an outstanding, results-getting, money-making online marketing strategy for your business to be more attractive for a global audience.
- Representing you and your book(s) to prospects in an eyeball-grabbing, "you had me at hello" piece of presentation.
- Identifying values-seeking, business-minded and solvent licensees and prospects around the globe for you and your book(s).
- Avoiding common legal mistakes in global book publishing when it comes to selling, contracting and managing foreign rights worldwide.
- Assisting you to promote and market your business efficiently in the rapidly changing online marketplace

If you my lovely Bookworm, need a bit of fame for your business, wanna lightening up your global marketing, branding and copy authentically, [grab your spot now for my Strategic Consulting](#) or reply to this E-Mail and we'll set up an appointment. My [RISE & SHINE Foreign Rights & Licensing Representation](#) closes 31st October 2021, so [go here now!](#)

With much love, 💖

xoxo  
Claudia

\*Szia = Hello in Hungarian.

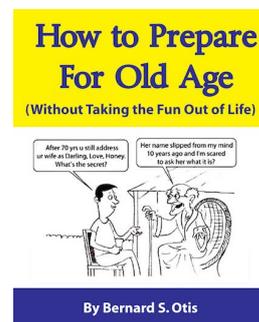
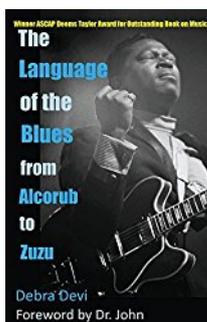
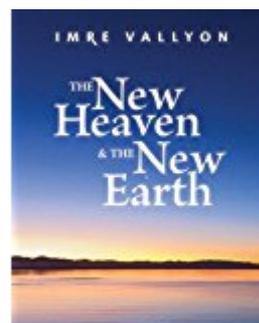
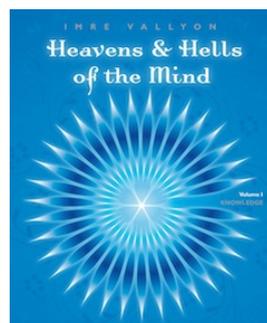
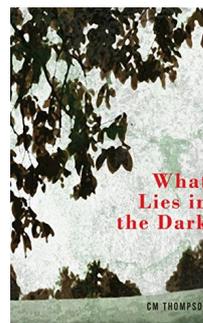
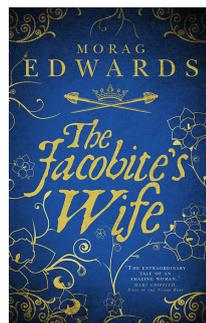
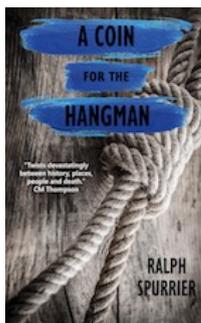
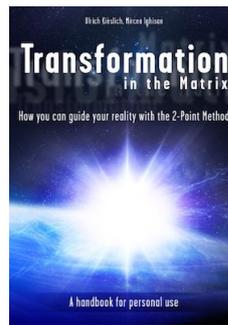
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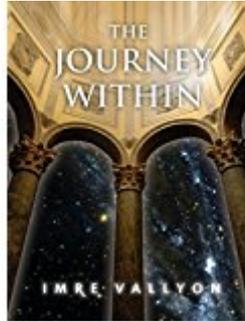
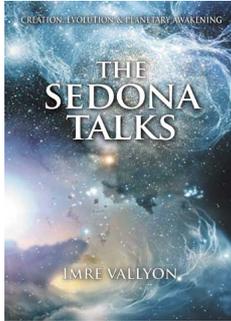
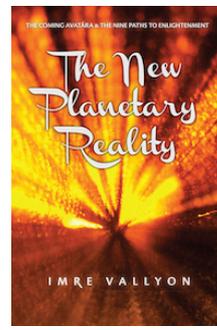
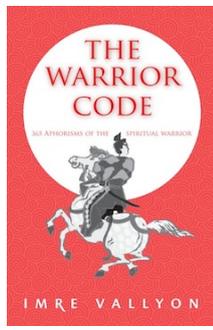
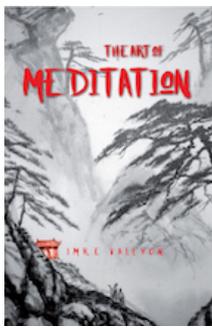


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