



THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing + Strategy For Modern Publishing Entrepreneurs

Reading time 3 min 36 sec

Buenos días*, my lovely Bookworm!

There I was,*strolling* across the digital Frankfurt Book Fair last week when I saw it.

A beautiful foreign edition that I sold, helped to produce and manage until the license expired.

It's always thrilling to see your results out in the real world. Odds are you've slaved over it many hours, days, weeks and months, and seeing actual humans encounter it is a sweet reward.

Except this time, my thrill quickly turned to disgust.

Not. Getting. Credit. For. My. Work.

Oh, and not just that...a self-financed and self-produced trade edition in an English translation of the same work was called 'US + UK license success'!

I nearly keeled over and died on the spot. (Yep, I feel that intensely about high-profile mistakes, especially when I have explained 10x before not to confuse trade edition and licensed edition – still considering the possibility that the credit-hiding behaviour was unintentional.)

Somehow, somehow, between the termination of the foreign language license and the release of all parties from their duties and the ad's final placement in the Frankfurt Book Fair's digital catalogue, someone in the process had altered the description of those two editions to the tune of errors.

(I'd show you the ad but I don't want to shame my client. They made an honest

mistake, the virtual presentation was literally slapped together on the fly with no planning whatsoever – and made them look like rookies, not professionals.)

This was bad, bad, bad.

But this whole thing reminded me just how much it pains me when modern publishing entrepreneurs don't take serious care in how they deliver their words and works to the world.

And it made me sad, sad, sad because I help modern publishing brands to show up more like a "Big 5" trade publisher and acting less like an amateur.

Whad'ya know?

Now I'm writing a [LOVE LETTER TO BOOKWORMS](#) about it.

And I want you to do the same.

No, not about peeps that ignore hard-won advice they paid to receive — unless you share a mutual disdain for resistance to professional help and advice — but about whatever it is your brand is vehemently against.

We've talked before — [Make 'em Love You: Stand Out In A Sea Of Sameness And Tap Into The Real Power Of Branding](#) — about knowing what your brand stands for.

Now, it's time to figure out what you stand AGAINST.

Why should you bother hating something?

You need to take a stand and position yourself against an "enemy" — because, for modern consumers, it's no longer enough to simply show and sell your product.

Choosing something to fight against will make people pull for your brand.

It all comes down to one of the great tenets of storytelling: tension.

Tension makes people pay attention.

Imagine Brothers Grimm's

Hansel and Gretel (German: Hänsel und Gretel) without the cannibalistic witch living in the gingerbread house in the dark forest waiting to fatten and eating the siblings

or

Little Red Riding Hood (German: Rotkäppchen) without the big bad wolf wanting to eat the little girl after swallowing her grandma.

Or **Star Wars** without iconic villain Darth Vader.

Negative forces are what make people want to follow along, pull for the protagonist, and stick around for the happy ending.



(Me far left in the beautiful dress: In my rebellious years playing the evil character of Cinderella's stepmother — in German *Aschenputtel* — was the most fun to act.)

Ninja Tip: Just because you identify something as an “enemy” doesn’t mean you have to be hateful and negative with it — try it in a lighthearted way like actors do.

Another perk of *picking a fight*?

Choosing something to fight against is also a way of highlighting what you’re for.

It’s always worth flipping your core brand idea or tagline, and seeing what happens when you look at it from the other side.

“Claudia, what do I do with this so-called “enemy”?”

Great question!

You simply use it as another tool in your brand communications toolbox.

For instance, it could inspire your

- tagline,
- overarching brand idea,
- next ad campaign,

- or it could simply inspire a new wave of content for your brand.

Kinda like how I turned my nemesis, the biggest mistake of modern publishing brands to be blinded by money, fame, power or flattery as the **ONLY** motivation for foreign rights licensing into this [LOVE LETTER TO BOOKWORMS](#).

I could also:

- do a [Twitter](#) @Mrs_Wittmann or
- do a post about it on [Pinterest](#) at my handle,
- do a [YouTube](#) video tutorial about the different types of book formats and explain how to prevent mistakes
- create a list of the all-time worst publishing mistakes ever. And so on.

There are lots of opportunities to turn this thing you have an aversion into valuable content or other creative ideas that reinforce your brand and rally the support of people who share the same view.

And when you've got the support of people who share your values, you've got loyal customers.

So, sit back and think about it.

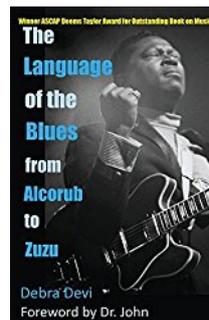
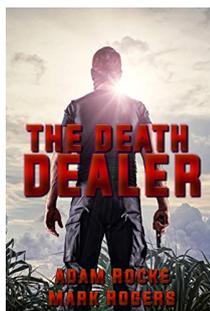
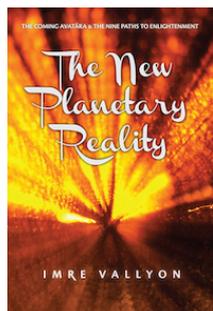
Cheers + love 💕,
xoxo Claudia

* *Good Day* in Spanish.

P.S. For you skimmers, [here's the link](#) to my latest [LOVE LETTERS TO BOOKWORMS](#) posts, which will help you conquer any clutter getting in the way of your strongest messaging and business dreams. Go ahead.

P.P.S. If you're interested in fast, safe, and strictly confidential marketing advice, contracting services or business mentoring, check out my [Strategic Consulting](#).

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