
THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 3 min 25 sec

Góðan daginn*, my gorgeous Bookworm!

Some modern book publishing entrepreneurs, traditional publishing peeps, literary agents and other creative business owners decide,

"I'm not good at marketing on a global scale, let alone international and foreign rights licensing."

And then, rather than trying to get good at it, they hire somebody or even more risky split it between multiple people around the globe who're not connected or networking with each other to do it all for them.

Hire it out, they've heard. Perform ONLY in your zone of genius!

But then, even if they're lucky enough to get a high-converting copy, brilliantly designed sales material, top-notch marketing and international copyright expertise at its best from that international publishing professional, and even if all things match their voice, their branding and their goals they're missing out on three huge rewards of marketing their own stuff.

REWARD #1: Life and business on your terms.

Are you a multi-passionate individual, my lovely Bookworm and do you have a

lot of ideas?

Get all excited to put them in place?

And start composing on your tablet while laying on the couch and accidentally falling off your sofa. Or you write a quick brainy note on your smartphone while you're on the street, and walk headfirst into a traffic light while looking down at your device?

Imagine that every time you get a great idea for your business, your books, your creative product and helpful services — may it be for

- a blog post,
- a graphic for social media handles,
- a new tagline or
- a new webpage idea

to cash in on an anticipated spike in website visitors, readers and customers.

— or an E-Mail to your list about something that just happened — to you today, in the news, at a fair or digital event — you have to sit around on your butt patiently waiting for someone to do it for you.

Maybe they do it

- brilliantly and the way you wanted — maybe they don't.
- in a supportive and transparent way to keep you in the loop — maybe they don't.
- honestly and upfront without 'ghosting' you when difficulties arise — maybe they don't.
- in time — maybe they don't.
- in a highly professional way — maybe they don't.

If you don't have (and don't wanna learn) the skill and confidence to market yourself and your creative endeavour, you give up a huge piece of control in your life and business.

You miss

- experiences, feedback and learning curves,
- to insult-proof your ego against criticism,
- to understand the process,
- to listen to rejections.

Ideas fall by the wayside.

You lose opportunities.

REWARD #2: Joy unlimited.



Oh yeah, life is really good when global marketing and international & foreign rights licensing become fun.

I hear it from people around the globe all the time (REAL quotes from REAL people with typos and grammatical errors):

"I love how you put your (sales) email together." or

"I definitely have a lot to learn from your email skills:) Thanks for the information about the books. I will take a look at your catalogue and come back to you." or

"...thank you for asking, honestly I forgot to download the pdf, but it was good idea from you to remind me... so I did! I try to read it in time, thank you again."

But it's not just in the writing.

It's in the connection you create, the information and feedback you collect and the reaction you get.

Another thing I experience myself every single day is, **"OMG, so many people have written to thank me for my book presentations, my help, my E-Mails, my tips and support!"**

I love feedback from my Bookworms. It gives me life and joy.

Especially the words, "This is just what I needed to hear today. Thank you for your kind words."

REWARD #3: Sales.

I also love another kind of feedback: SALES!

So, you want to collect some rewards yourself, my lovely Bookworm?

Get in on my [FOREIGN RIGHTS HERO](#)'s free class (and waitlist).

It'll make you better, faster, clearer, 1,000 x times more compelling, and x-times less stiff and boring in your global marketing.

With much love, 💖

xoxo
Claudia

*Góðan daginn = *Good Morning* in Icelandic

P.S. You already dancing around joining *Foreign Rights Hero*, my lovely Bookworm?

Stop procrastinating and get on my waitlist. → [Click here now to join the VIP Waitlist for FOREIGN RIGHTS HERO.](#)

In the psychology of learning it isn't the repetition of studying that yields positive results. The cognitive effort exerted during that studying is what appears to matter.



P.P.S. Books, books, books

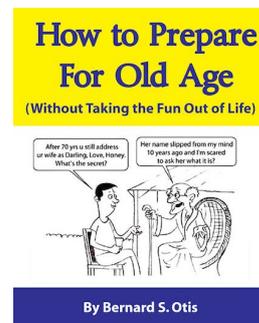
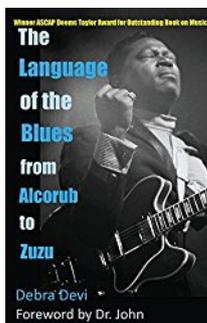
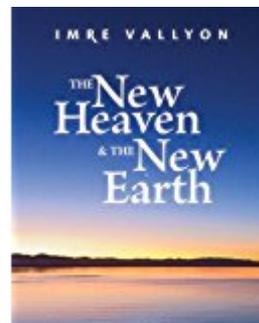
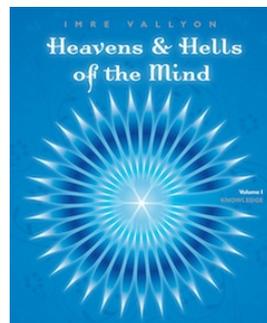
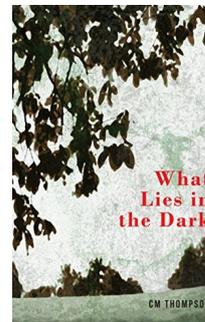
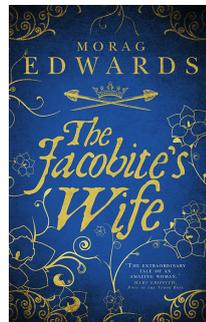
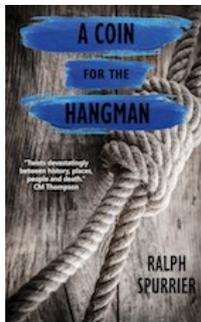
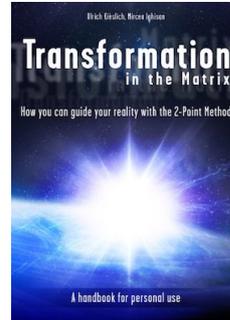
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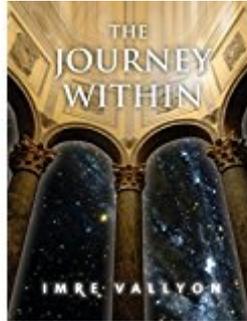
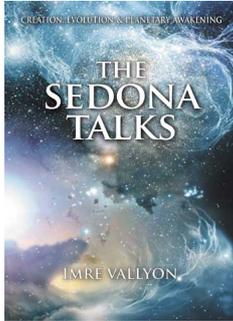
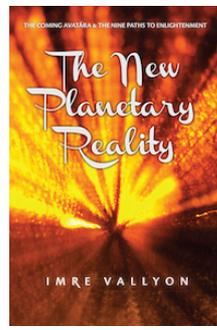
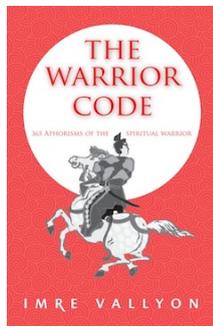
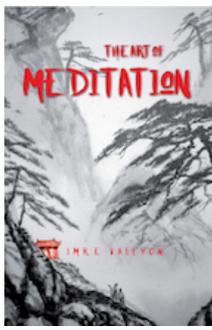
Poland + Hungary: Edwards: [THE JACOBITE'S WIFE](#)

Russia + Belarus + Ukraine: T.C. Thompson: [WHAT LIES IN THE DARK](#)

Iceland: Spurrier: A COIN FOR THE HANGMAN

If you want to get your hands on them too, just let me know ASAP. Hit REPLY.





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