

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 2 min 58 sec

Good Morning, First Name!

Have you ever wondered what publishing pros like editors, publishers, book publicists, critics and book jacket copywriters and international & foreign rights licensing experts actually mean when they describe your book as "acclaimed", "gripping" or "ripped from the headlines"?

Today I'll decode a few common publishing buzzwords, I'll never (ok, rarely) say without air quotes:

WARNING: After this, dust jacket blurbs and book reviews will never be the same to you!

A

"**accessible**" a.k.a. Not too many big words in it.

"**acclaimed**" or "**award-winning**" a.k.a. A poorly selling book.

"**an (self-published) eBook original**" a.k.a. No proofreading, bad formatting & fonts, cheaply designed.

B

"**brilliantly defies categorisation**" a.k.a. Even the author has no clue what he's submitted.

C

"classroom-friendly" a.k.a. Kids won't read it unless they have to.

E

"epic": a.k.a. A very, very long book.

"erotic" a.k.a. It's considered porn.

G

"gripping" a.k.a. We turned the pages fast but didn't read them.

L

"literary" a.k.a. The book is considered plotless.

"long-awaited" a.k.a. Euphemism for very late.

"lyrical" a.k.a. Not much happens though.

M

"a must for young adults" a.k.a. It's too trite for adult readers and also features vampires.

N

"novella" a.k.a. A short story with large font.

R

"a real tear-jerker" a.k.a. The writing is so bad it makes you wanna cry.

"ripped from the headlines" a.k.a. No original plotline.

S

"sensual": a.k.a. It's considered soft porn.

"stunning" a.k.a. The major character of the plot dies.

P

"promising debut" a.k.a. The book has many flaws, but not that unforgivably bad.

V

"visionary": Means it can't be proved wrong yet.

W

"wildly imaginative": a.k.a. The author wrote the book high on Absinth or drugs.

"weighty" a.k.a. A book over xxxx pages long, I still can't bring myself to finish it.

"writer to watch" a.k.a. Describes the one as opposed to one you are actually going to want to read.

"I know this is really random, but how's your take on my _____ book(s)?" — the beginning of every cold pitch from someone you want nothing to do with.

My whole thing ([Explore & Navigate Consulting](#), [Going Global From Day One Partnership](#), [Rise & Shine Submissions](#), [Foreign Rights Hero Course](#) - **Psst!** My course is progressing and my updated landing page is live.) is helping you make your business non-buzzword-y and understandable to your readers, buyers, partners, retailers and customers.

I didn't say I'll never say or write these things. I'm in the book publishing industry. In B2B peeps actually know what I'm talking about and it's still considered rude to criticize someone's works openly. (Nope, I'm not aiming to talk about 'cancel culture'.)

But you won't catch me saying them (or putting them in my copy) to my clients without explaining them or putting them in "air quotes".

Ninja Tip: Don't use these buzz-wordy cliches in your copy with your partners and clients, unless your audience is totally in on it.

In book marketing, not saying exactly what you mean is tolerated but you have to decide how much euphemism is too much.

For instance, if your ideal customer would 100% say, "I need to raise my bookish vibration," go ahead and say "I'll help raise your bookish vibration." Otherwise, WTF does that mean...

Want my help ditching buzzwords, cliches, industry lingo and euphemisms that mean nothing to your real audience, so you can use words that "resonate" (there's another buzzword but of the online marketing space...duh... can't help but need to say it) instead?

The Wittmann Agency's **Explore & Navigate** will help. If you don't have it, [get it here](#). If you do have it, revisit.

Sending you joy and love. 💖

xoxo

Claudia a.k.a. "Claudia"



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