

THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

[FOREIGN RIGHTS & LICENSING](#) | [CATALOGUE](#) | [SUBMISSIONS](#) | [CONSULTING](#) | [COURSE](#)

Reading time 2 min 23 sec

Jambo*, my lovely Bookworm!

When I started to pivot my business, I became a massive course junkie.

I couldn't resist courses, videos, training, workbooks and guides on how to make more impact online.

They seemed so promising:

"I'm handing you the exact and fool-proof system I used to make millions in a fortnight...which I discovered, set up, and tested while I was asleep — it's that simple!"

TBH, I'm reserved when it comes to things that scream 'plug-and-play' and 'easy-peasy' at me and I don't buy into the idea of how to make a fortune without working.

The plan was, to use a "dead simple" method, which some in the book publishing space are actually using, to set up an SEO-stuffed site talking about:

- books,
- book publishing,
- book reviews,
- international book fairs,
- book translation grants,

- book publishing markets
- literary agents / agencies
- literary stuff around the globe
- and whatever could be literally and digitally pressed between two book covers.

And to set up loads of affiliate links on this site to worldwide book fairs and publishing-related presses, and other equipment, like rights management software for passive income and links to "celebrities" in the hope to attract new clients online and make a lot of dosh while sleeping.

Do you believe that in order to get ahead you have to be manipulative, dishonest or unethical?

When it comes to dirty, risky and unethical tactics I'm out. If you want to take your business to the next level and keep your reputation, you need to avoid it at all costs.

So, I only hit "buy" on some URLs, including the remaining domain I found available for "Claudia Wittmann" in Germany.

The crown jewel of those: the wittmann agency (dot) de. Couldn't believe my luck scoring that one.

I still own the wittmann agency (dot) de. Because I think to have it and not use it is not good for the shelve-esteem. I "park" my old website content from the beginning of my business there.

The trouble I had with the courses were similar to those you face when approaching a global audience in the book publishing business:

- cultural differences (e.g. behaviour, rituals, biz standards)
- communication difficulties & language barriers (e.g. reaction to disagreement, misunderstandings)
- time zone differences
- changing currency rates & different payment methods
- international accounting and tax regulations
- foreign laws and rules & ever-changing online regulations
- international delivery
- political and economical environment and risks

Due to these unaddressed obstacles, I had problems to get past the first modules of those courses. Struggling to manage my cool with pseudo-intellectual chatterboxes, wannabe gurus and odd time frames. So, I never set up that stuff I was told to. And finally, you need to know when the f*ck to go to bed.

It turned out that "set it and forget it" doesn't work if you only do the "forget it" part.

Instead, I kept buying into the shiny-object appeal of "never-failing systems" [when I already had that](#), from my master's degree / diploma in book publishing, my high-powered corporate days in international book publishing, my senior management position at Europe's leading publishing and media company and my 10+ as a successful solopreneur.

I was paralyzed by the "Where to Start" Syndrome.

If you're stuck in the "Where to Start" spiral, when it comes to book rights licensing start with:

#1 Build an audience for your books. [Why? Get answers here.](#)

#2 Set up your own website. [Really? See for yourself.](#)

#3 Write to / or for (blog, interviews, guest post, book presentation, social media) them regularly to build connection and trust and make them your own fan base. [How to set & achieve goals? Go here.](#)

#4 Connect with bloggers, book reviewers, the press & media to get your book noticed and sold in your home (and language) market first. [Why? Unlock your amazing benefits here.](#)

#5 Set yourself up for book rights licensing (domestically + globally) with my BEFORE checklist

(Ninja Tip: 'sell' is a marketing buzzword here and means 'to grant a license')



Should I sell my book sub rights?

A BEFORE checklist

- * Will I exploit the rights of an existing book in a not-yet-published format + in translation?
 - * Am I owner of the rights (text, pics)?
- * Am I excited about marketing, selling on a global scale?
 - * Will I be in for 10+ years?

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(For more quick tips connect with me on Twitter ([@Mrs_Wittmann](#)) + Pinterest ([wittmannagency](#)).

The better international licensing experts and courses will tell you to do the same, usually at the beginning.

That's my advice for you.

Ignore anyone who tells you not to bother. Or give me their name, so I can have a word.

Sending you all my love 💖,
xoxo
Claudia

***Jambo** = informal way to say "Hello" in Kiswahili

P.S. If you want help with that, [Foreign Rights Hero](#) is coming...

P.P.S. My [RISE & SHINE Representation](#) is still **OPEN for you**: No matter where you are in the world, The Wittmann Agency's doors are OPEN for YOUR "hot stuff" submission from 1st - 31st March 2022.

P.P.P.S. There's no one-size-fits-all solution for book rights licensing. Want to add some of your own special sauce? Save time and sign up for my [Explore & Navigate](#).

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Well, today's the day. This year's your year.

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| Note that any links might be affiliate links. I sell things sometimes. |

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