

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 5 min 50 sec

สวัสดี (sà-wàt-dii)*, my lovely Bookworm!

In the first and third quarter of every year (or may I throw some lingo at you: at the end of the final and mid-year accounting and sales period) I get nearly cross-eyed from reviewing so many different royalty statements from around the world.

I'm writing my fingernails off to remind licensees in all four corners of the globe to generate and send the said statements in the given time frame (which is different in every contract) and nudge proprietors to get all necessary tax papers and certificates for wire transfer ready on time.

And last but not least, I need to turn into a bounty hunter and relentlessly chase these peeps and all the monies due without being too annoying.

Now you can imagine I have seen a LOT of business E-Mails and websites from all over the world in the book business and creative industry. And still, I can't help myself just shaking my head in disbelief.

There's one BIG mistake I see over and over again that has a HUGE impact on your business success and that's so easily fixed.

Before I get to the good and easy fix...what grabs my attention, which IS really important, when your business wants to be taken seriously?

Issue #1 – WTF, search engines can't find you and your business

Sometimes I need additional information – fast. To avoid the time-consuming, endless back-and-forth E-Mails or getting stuck in a 'waiting game', I turn to Google or my fav search** engine to get instant and fast results.

And nothing makes me more frustrated than having to try to find out WHERE the website/online presence and physical business location are.

If Google or any other search engine says “no results” and I know your name and/or company, I root around on Facebook and other social media platforms to get an answer.

In 99% of cases, I'm able to find your website or at least your social media profile.

Yep, many (or shall I say, too many) creatives still use only social media platforms to build and run their businesses, which may have the potential to destroy your entire business in the long run when platforms or service providers disappear overnight or change their algorithms.

Want to avoid these most common online pitfalls, get my FREE workbook

[5 online Mistakes Almost Everyone In Book Publishing Makes – & How To Fix Them](#)

Issue #2 – Are you afraid of putting your contact info online/offline?

Worst case scenario: I can NOT find your full company address anywhere. (not in your Facebook imprint — not on your website header, front page or footer.)

If your online presence or website uses a “unique” or an outdated mega-menu navigation, it's hard to find a contact page, link or address at all.

If I'm lucky enough to have found your contact page, I need to scroll, scroll, scroll and there it is...hidden below some “decorative” elements or overboarding social media pics that just distract me — from your wonderfully (often incomplete) business address or PO Box.

Then I have to fire up google maps to even see what country, county, town and street you are located in – only to discover you have been sold to a newly founded imprint of a company I already work with!

If you're making me work that hard to find you, your business, your online presence and your relevant contact details, why should I think that you're going to care about me, my publishing partners or your clients and readers?

YOU may know where you are located, that your business has moved and that you are an imprint of XYZ or a digital nomad business but what about someone new, an editor on a book hunt or someone who is coming for paid training?

Has your company or any internal departments undergone a change of name or moved to a new location or changed phone numbers? It's a fairly simple step to update your business address and contact details – AND inform your existing partners, and yet it is so often overlooked.

Even if you don't work out of a physical location with your book business, you may decide to write letters and invoices, send out promo material, receive products from a worldwide operating delivery service, or hold workshops, events or retreats that pull from the local or global population. And don't forget, the odd and nerve-wracking income tax.

Do yourself and your clients a favour by boldly proclaiming:

#1 Where you and your business are located.

#2 How to reach you.

#3 Who to contact (name a person + E-Mail address + photo is a bonus)

#4 Don't forget your full company name, physical/postal address, E-Mail, tax number, telephone number, and website.

And ALL that needs to be up to date.

Ninja Tip: If your copyright year notice on your website, looks like this: © 1992 – 2015 ABC LLC. People might think: "Look at this sucker who forgot to update his copyright year!" Because the copyright of a webpage (when VERY outdated) also gives me and others a pretty good idea of how long it's been since the page has been updated. In a digital and data-driven business world, I tend to stay away from businesses that haven't updated their websites in the past 3-5 years.

Gimme the big WHY (is it vital to get found online + offline)

- Trust and credibility.
- Professional image.
- Meeting place for clients.
- The billing address on your invoices.
- Many globally operating delivery service companies & couriers only deliver mail & parcels to a trusted physical address instead of a PO Box.

If you don't want to use your home address as a small business owner or solopreneur, you have other options to explore like co-working spaces or a rented physical company address.

Here are a few simple tips to make this minor issue with a HUGE impact fix and get found:

#1 On your homepage, in your E-Mail signature, sales material and business papers

Clearly state in what country, city, street and building you are located in and give customers, prospects and readers limited but cristal clear choices on how to contact you or at least link to this info online.

#2 Put your address in several locations

I like to put the contact details at the top of my website (and social channels), on my letterheads and in the footer area in my sales material (and insert links to my online presence in my PDFs.) and E-Mail signature.

#3 If you don't add a contact link to your top navigation on your website, make sure to add one in your footer

That way, no matter what page people click on, your address and your contact details are easily found.

Plus, if they're looking you up on their phone (which could be up to 50% of your visitors) what's the first thing they see? Yup, your contact address and/or phone number or a link to your local address.

#4 Add clear directions on your contact page/business material

Be specific – are you located behind the local mega bookstore store? On the third floor next to the print and copy service? HELP your clients (and the international courier service) find you!

Located in a major city? Bonus points if you add metro stops, bus stops and parking information on your website and in your business addresses.

Have questions or need recommendations?

Remember: If people can't find how to contact you, they can't hire you or buy from you and it can hurt your business or you're going to lose an existing customer forever.

All these (and loads more) are the kind of changes I strategize for book businesses and brands like yours in my [Going Global From Day One Partnership](#).

Will Going Global From Day One Partnership work for you?

It will work for you...even if

- you're busy
- you're in business for a while
- you and your business are not in Germany and English is also your second language

Interested in ***Going Global From Day One Partnership***? [Get all the details here](#). And do it fast, 'cause I'm only offering a few limited seats this year.

Now my lovely Bookworm I'm excited to hear from you.

And don't forget to [download my brand-new MAGAZINE FOR BOOK LOVERS Spring & Summer 2022](#).



Sending you all my love 💖

Claudia — your global book publishing co-pilot

*สวัสดี (**sà-wàt-dii**) = is "Hello" in the Thai language

**My favourite search engine is 'the world's most private search engine' [Startpage \(dot\) com](#) (no affiliate link). You get similar results to those you'd see from Google but it doesn't track or store any of your data and doesn't target ads based on your browsing behaviours.

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

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