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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 4 min 00 sec

Salaam*, my lovely Bookworm!

How can you win hearts, wow minds, and get people to buy and be better than the big and traditional guys?

When it comes to “We Have Always Done It This Way” in the book business industry, I cannot help myself but channelling my inner pissed off teenager...

(I see your smile, my lovely Bookworm. You like it when I'm going nuts, bc you have clicked my post [The smartest investment in your book business right now](#) so often, my #LoveLetterToBookworms statistics were on fire!)

At the moment traditional book publishing brands are pouring big bucks into “digital transformation” initiatives — but a high % of these don't and won't pay off.

Why?

Here's a true story about a REAL company...

The long-standing traditional book publishing brand___ in 2022.

This book publishing house with several imprints seeks transformations (digital and otherwise) and is actively looking for an outside consultant who shall apply a one-size-fits-all solution in the name of “best practices” to rebrand the online site and sales material and make it modern and relevant

for millennials and digital natives.

Talk about a MASSIVE challenge.

Their spokesperson and CEO is the heir of this book publishing imperium.

This guy is pushing 60, very openly conservative, and comes across like a friendly, boring grandpa.

He starred in every editorial and commercial sporting an outdated suit (ya know this brown tweed number you wore in the late 80, which is a bit past its prime) and showing off his age-related hairstyle and is boasting about how modern he and his publishing house are.**

** (Hair-cut and fashion are forms of non-verbal communication. It speaks for you, even if you say nothing at all or give little thought to what you wear or how your hair looks like.)

He's an absolute integer and smart dude, but not exactly a millennial idol.

It will only be a matter of time before he'd fall prey to the merciless internet mockery because his employees do it already behind his back.

Friendly, boring Grandpa isn't the traditional book publishing brand's only problem.

The brand lives by old-fashioned, not catchy and non-creative messages and taglines like, "reading is life," and other one-liners that would make any millennial gag.

So, key messaging needs to be rebuilt from the ground up, too.

Then there was the functional and old-fashioned art direction, the stiffy website, the catalogue that looks like a generic template from 20 years ago, the robotic web copy...I could go on and on.

The brand is a hot mess.

They'd rank around a 5/100 on my Book Business Brand Spectrum of Awesome — right alongside other big-name brands that don't have their sh*t together.

Hey, it happens. Brands are constantly evolving. They take upkeep and maintenance to remain relevant.

In fact, I'd say 99% of brands are royally failing in at least some aspect.

The good news is, that your book business brand is probably doing a lot better than this traditional book publishing house — and has the potential to be top-notch.

Most book brands fall somewhere in the middle of the Book Business Brand Spectrum of Awesome.

There's a lot they're doing right, but a few changes could make them even better.

Here're some changes (AKA secret sauce) you can make to rise above the noise in the global book business:

#1 Strengthening your positioning to stand out against competitors

#2 Ensuring your messaging is clear, compelling, and consistent

#3 Naming your products and services to make them memorable

#4 Refreshing your copy and key imagery on your website, sales and promo material and of course in your bookish products to better appeal to the right customers, readers and your ideal audience.

All these (and loads more) are the kind of changes I strategize for book businesses 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

The reality is, it's easy to find a hundred and one reasons why you think it won't work for you.

In short

I evaluate how your brand and marketing represent themselves on all your marketing channels.

You'll get my take on your brand/projects/marketing and I offer you kudos, watch-outs, and recommendations for the next steps to develop a truly world-class presence in the months ahead.

[Warning: I have high standards and tell it like it is. Be prepared for an honest assessment!]

It's your playbook for how not to be like this old-fashioned traditional book publishing brand.

Because digital transformation is NOT about technology, it is about focusing on

changing the mindset, company culture and processes BEFORE you decide what digital tools to use.

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

***Salaam** = is short for **As-salamu alaykum** (in German we pronounce it: Salam alaikum) = Greeting in Arabic that means "Peace be upon you".

P.S. I would like to note that I am not shaming this old-fashioned traditional book publishing brand or anyone who's working there. Hell no, I even gave it a go but they want someone who "doesn't have a book publishing background and an intimate knowledge about what works and what doesn't in their daily operations". Nuff said.

P.P.S. If you take anything from this [LOVE LETTER TO BOOKWORMS](#): Don't be like them. Let your brand evolve. Value your staff and insiders. And don't forget to address employees' fear of being replaced.

You can start figuring out how by signing up for [Going Global From Day One Partnership](#).

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