



## Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

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Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 4 min 17 sec

## Xin chào\*, my lovely Bookworm!

**Last week I was invited to take part in a virtual book presentation by one of the biggest German-speaking book publishers by revenue.**

I'm fascinated with great customer service but found, that their marketing practices that might have worked very well before 2020, won't keep up and convert in a globalized and digitally fatigued market today.

Parts of the book publishing industry have not fully optimized and adapted their technology environment to digital yet, so if your business can't create a customer-centred marketing strategy right now, your brand is doomed to fail.

And believe me, I've been on all sides of this conversation — and I've made mistakes all the way around.

**Anyway, I know how committed you are to getting your marketing jusst right** so your offers land with your audience all year long, especially in these game-changing times.

Well, [my speciality is helping entrepreneurs in global book publishing](#) find their hyper-specific strength, so you become irresistible in an overcrowded international book publishing market — and your audience feels right at home with Y.O.U.

So, **I'd love to invite you to see into the future and make plans for your business** on something sturdier than:

- more Zoom or Microsoft Teams meetings,
- more digital PowerPoint book presentations and
- more virtual fairs
- and what worked well before 2020.

**Let's go...**

A while ago I've got an E-Mail with the provoking subject line "What if my life is boring?" and it felt like someone has thrown a stick of dynamite into my big old fat *What-If-Excuse* and lit it.

CRASH! BOOM! BANG!

The troublemaker (not Roxette in this case) walked away calmly, leaving me in a huge mushroom cloud behind.

**The excuse, you know what I mean, is this:**

"Oh sure, it's so easy for you to always tell every Monday a new exciting story – you live between Berlin and Leipzig! And all kinds of crazy things happen to you all the time because you work globally! But for me, I live in the middle of Nowhere, plus, I don't want to bother my clients and prospects, so I rarely follow up. What am I supposed to write about to my peers, when I feel I have nothing to say?"

No, my lovely Bookworm, I'm not making that up. I got a similar E-Mail a while ago from one of my The Wittmann Agency Club members.

**Could it be she's looking at it the wrong way?**

Err, yup.

Do you really think nothing remotely interesting happens in your area and in your daily life? Nothing to connect emotionally with your audience?

Remember, I'm a big city girl that travelled the world, lived and worked abroad, moved several times and is now living in a small town.

(If you can't remember, you might like to read my post [Hey Future Genius, Stop Overthinking! Claudia Wittmann –C'est Moi Or Some REAL Stuff About Me](#))

**Wherever you are, you're surrounded by stories!**

What makes for a good story?

Some kind of conflict – between people (fight, disagreement), between expectation and outcome (surprise), between what we know and what we

want to know (curiosity, mystery).

Let me give you some real-life examples.

### **#1 Two or more people wanting the same thing**

Think of the stories that happened at shops most recently. Huge fights between people in supermarkets while panic-buying things during the coronavirus epidemic.

Some come out of supermarket chains like ALDI or LIDL with toilet paper rolls or reduced best-before foods, some with just ripped jackets, smeared lipstick and brain damage. Some with all of them!

### **#2 Mistakes**

When your computer freezes and you google 'Apple support', call the number at the top, have this guy walk you through a whole cleanup of your Mac, and give him your credit card number to finish because it turns out you don't have *AppleCare*, and then you realize you didn't call Apple, you called some shady guy who paid for the top sponsored listing on Google, which, in your panic, looked legit.

### **#3 Mysteries**

Who keeps stealing your free Sunday newspaper with coupons??? What the heck is going on here!?

You get the idea.

- a) None of these things requires a big-city setting or a glamorous or crazy life.
- b) It doesn't even have to be people. You can have a conflict between two cats or dogs.
- c) Know what? It doesn't have to be about you, either.

### **You still think you're boring and have nothing to tell to follow up with your audience?**

OK. I get it.

But you can observe and report interesting things.

### **Life is full of stories, no matter where you live.**

Think how many times I've mentioned my passion for rollerskating in my post, tweets and E-Mails...

### **To sum it up.**

Most businesses fall into the dangerous 'me too' marketing trap.

They say and do the same things as everyone else... and guess what...nobody cares (anymore).

Or worse...you tell your audience you are the same as your competitors.

### **It's pure human psychology.**


What blends in gets ignored, and what stands out gets remembered.

If you aren't ready to do it yourself or bring on a senior level marketer find someone you trust who has experience identifying audiences, telling product/service stories, and building the basis designed to achieve your business goals.

Here's a first foundation step to avoid this most common marketing trap:

In my FREE MASTERCLASS [How To Pitch Your Books & Rights Online \(And Sell\)](#), I'll show you how to up your game and stand out in anybody's inbox.

If you can leave your (marketing) comfort zone, I recommend that you do.

Sending you all my love 

xoxo

Claudia — your global book publishing co-pilot

\***xin chào (pronounced as /seen ciao/)** = greeting in Vietnamese that means "Hello"

**P.S.** If you're already fallen into the marketing trap or want to avoid it altogether with a new project, [I can help](#).

Remember, you can grab more helpful and FREE information, eBooks & training on the book publishing business at [EDUCATIONAL TRAINING](#), and a full list of fabulous books that I recommend adding to your personal & publishing house bookshelves at [CATALOGUE](#).

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