



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 3 min 15 sec

Moin, moin*, my lovely Bookworm!

Returning after my Summer break, I found that my digital inbox has grown into a beast.

On my first day at work, I started by deleting truckloads of junk, SPAM, notifications, promotions and outdated newsletters.

I knew, somewhere in there, I've got important messages I didn't want to lose.

Can you relate, my lovely Bookworm?

The Summer slowdown was a great time to knock off all of the annoying little things on my to-do list like:

- Preparing annual tax return, business tax, and the new real property tax
- Checking my social security payments (health + pension + long-term care insurance as well as personal & business insurances) and solidarity surcharge
- Paying motor vehicle tax and licence fee for TV & Radio, regardless of whether you own a TV or a radio

- Paying licensing fees of business & tax software

and get them on my done list.

Is everything on fire in your business right now?

Keeping your head above water can be challenging when you're having those days where everything feels like it's burning.

To help you stay on track, here are a few noteworthy dates to put on your calendar:

#01 Frankfurt Book Fair 19. - 23. October 2022

Big thanks to all of you who were thinking of me for an appointment at this year's Frankfurt Book Fair but I'm not able to accept any given my other commitments.

#02 Magazine For Book Lovers Fall & Winter 2022 | International & Foreign Rights Catalogue

My new digital catalogue with stellar indie book rights will be out at the beginning of October.

[Click here](#) to get on my waitlist list. Score it just in time by [signing up HERE](#).

It was such a hit last time, filling *The Wittmann Agency Club* bookworms' heads with so many inspired ideas for easy-to-create (and easy-to-sell) offerings, and I agreed to feature many of them again.

#03 RISE & SHINE | International Book Rights Representation

No matter where you are in the world, The Wittmann Agency's doors will OPEN again for YOUR submission (already published books): 1st - 31st October 2022. [RISE & SHINE sign-up this way](#).

#04 Explore & Navigate Sessions | Strategic Consulting

When it comes to creating that first thing to sell, sometimes we overthinkers can use a little help to, y' know...to get it up and going.

That's what I'll help you do. If you would like to [book a quick fix session or a comprehensive consultancy](#) with me regarding publishing guidance/strategies for your manuscript, book publishing house or creative business, now is the time.

Real quick, 3 more things:

Because everyone, including a 75-year-old hippie who lives in a tiny house with nothing but a hand-crank radio and little garden in the backyard, now understands what online is.

So here're a few more digital tools to help you stay on track:

Notes – I love to use my Notes on my phone, and it syncs everywhere (Airdrop/Apple or Bluetooth/other devices)

Spark – I also use this fantastic smart E-Mail inbox App to organise my multiple E-Mail accounts in one place and synchronise them across all my different devices. I have at least 10 E-Mail addresses I use regularly. Four for my personal, the remaining six for work. And Spark has an advantage over other E-Mail Apps. It has integrations with 3rd party software you're probably already using. I still keep using my standard Apple Mail (MacOS) and switch to Spark Mail when not in the office.

Timer – I use a timer on my phone/tablet/PC to schedule work, spare time and breaks. Whether you use online scheduling Apps, have your own tools, or rely on pen and paper, creating the perfect work schedule is critical and results in an overall boost in productivity.

For more, grab my FREE workbook — [25 Digital Marketing Tools And Services Modern Publishing Entrepreneurs Can Trust](#) — before it goes away.

What are your best tricks for staying afloat when everything seems on fire?


Hit reply and share with me!

If you need my help or have questions, please shoot me a short E-Mail and I gladly follow up then.

THANK YOU!



Picture: Here's a recent Paparazzo snapshot...me caught on camera...breaking-in my new @RiedellRoller skates. (Click on pic to enlarge).

Sending you all my love 

xoxo

Claudia — your global book publishing co-pilot

***Moin, moin** – is a popular salutation in Northern Germany meaning 'Hello'.

P.P.S. Did a Bookworm forward this to you? (That's a good friend!) [Use this link](#) to get these in your own inbox. Thanx, for reading and sharing!

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

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