



## 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 3 min 22 sec

# Rabbit, rabbit, rabbit\* my lovely Bookworm!

I'm dreaming of things that could make my life easier right now.

A virtual home care service for the elderly.\*\*

A virtual cleaning service.

A virtual laundry service.

You get the idea.

If ANY brand could provide me with one of those magical things, I'd become their biggest fan.

Like if [Berggold Dark Chocolate Egnog Liquor filled Pralines](#) could entertain my mum for a few hours a day?

I'd be all over it — even though I've previously never dreamed of allowing too much alcohol within a 3-meter radius of my mum's flat (She's got chronic acid reflux in her stomach, has gum inflammation problems, a persistent cough and difficulty swallowing food and liquids. All these caused by taking loads of frequent medication.).

A [recent report showed](#) **what customers want brands to do most is help them.**

People don't want to hear your story or your news or your business achievements. Nah, not really, not now.

**They want you to *do* something for them.**

One of the best examples I've seen in action in the past years has been when a few global brands have released their tasty famous recipes to the public.

You can now make

[\*Ikea's iconic Swedish Köttbullar meatballs\*](#)

[\*Panera Bread's macaroni and cheese &\*](#)

[\*DoubleTree chocolate cookies by Hilton.\*](#)

They all were releasing their world famous recipes for the very first time ever.

Yes, all those delightful food delicacies...can now be baked in your own oven.

**They didn't have to do this. A secret recipe is brand gold.**

But they considered the question, 'How can we be helpful?'. And even with the entire world still or at least many, many people and businesses still struggling with returning to pre-pandemic behaviours, they still found a way to serve.

**Being helpful to consumers and customers doesn't have to be anything astronomical like the virtual home care service for the elderly I'm looking for** (although please make that happen for me if you can).

It can be a small gesture, like a beloved cookie recipe, a sweet free download or a fun Zoom background.

Or you can certainly go bigger, like drumming up donations online or entertaining people at home with a content series.

As an online book publishing business example, [I do provide quick audits for small businesses](#), many of whom are making or forced to make dramatic changes right now. I'm taking 30 minutes to give guidance on how to make their websites convert better, catalogues more appealing or marketing stronger. You get my quick "change this, keep that, make this stronger" initial thoughts.

It's a simple and affordable thing, but incredibly helpful.

**I find that even simply asking, "how can I help you?" is a lovely brand-building gesture in itself.**

I've appreciated the E-Mails from brands reaching out to ask me how they might help me at this time, rather than telling me all about their "response" to COVID-19 and all other top global crises.

Except for those companies and biz people, who neglected, ignored and abandoned me over the past decade and are now in distress they are coming back asking for favours, co-operations or free help. They are like fair-weather friends, who support you only when it is easy and convenient to do so.

That's why my tagline is: **"I've seen my fair share of boiled frogs,"** comparing book publishing companies and peeps in all sorts of crises with the metaphorical frog that doesn't notice the water it's in is warming up until it's too late.

**So if you're keen to build your brand right now, even amidst all the craziness happening around us, focus on how you can be helpful.**

The better you know your brand, the easier that becomes. Make sure the help you offer is aligned with your mission and what you stand for.

If you're stuck, let me know how I can help YOU. I'm here and always down to answer questions or do a quick brainstorm.

So, now it's time for a cookie.

Sending you all my love 

xoxo

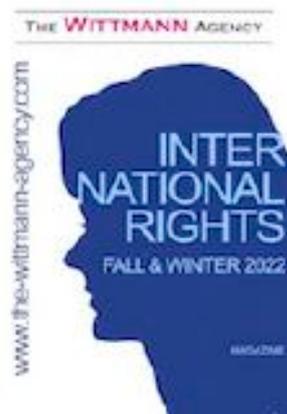
Claudia — your global book publishing co-pilot

**\*Rabbit, rabbit, rabbit** – According to superstition, saying “rabbit rabbit” before anything else on the first day of the month will bring you good luck for 30 days.

**\*\*I'd call 'em 'Caring Angels for Golden Agers'**

**P.S.** Got someone in your life who's lost touch with their dreams because they're constantly taking care of everybody else? PLS forward this, [I can help](#).

**P.P.S.** 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 indie books that I recommend adding to your personal & publishing house bookshelves at [CATALOGUE](#).



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