



## 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 1 min 25 sec

# Tah-Dah, my wonderful Bookworm!

+++ Warning for sensitive souls: This may contain strong language.+++

Have you seen the viral thread about HBO's super E-Mail screwup last year?  
([Here's the infamous Twitter message.](#))

Or did you see the viral unboxing story about *Chanel's* first-ever, limited Advent Calendar "N°5" with a whopping price tag of USD825 which is around EURO700 that became a disaster last Christmas season?  
([Go here for the TikTok "joke" video.](#))

Everyone loves it.

Why?

**Because we've all been there.**

And it feels so good to know we're not the only ones who make awkward mistakes — either as interns, premium cable network or as a luxury brand.

(BTW: I'd say HBO owned their own sh\*\* but Chanel, with all its premium prestige, p\*\*ped in the mattress.)

F\*cking up in front of people and owning it isn't unprofessional.  
It's generous and takes guts.

I share my own humiliating flops and missteps in my [LOVE LETTERS TO BOOKWORMS](#) all the time.

Stories of getting things wrong, of playing business trial and error, of launches that fell a little flat, of being reamed for the classic mistake of literally translating into English, of trying to get back up again after a scary crash — these get the most engagement of all.

### **Here're a few of my real-life examples**

[Don't fall into this dangerous marketing trap](#)  
[BIG red flags you should be aware of](#)  
[Facepalm moment](#)

Even if you're not a huge corporation (or especially if you are), sharing your mistakes makes people feel less alone, and more connected to you. Because you position yourself and your business as more accessible and signal the expected (and highly demanded) human touch.

You'll get plenty of examples in my [Explore & Navigate. Going Global From Day One](#), too.

If there's one mistake you don't want to make online, it's the mistake of not leveraging the huge-payday power of effective marketing in your modern business.

### **What's my best career mistake? Not asking for help.**

Don't make the same mistake I did and start [Explore & Navigate](#) and [Going Global From Day One](#) and [FOREIGN RIGHTS HERO Mentorship](#) now.

I really look forward to hearing from you.

'Til next week.

Sending you all my love 

xoxo

Claudia — your global book publishing co-pilot

\***Tah-Dah** = Used to tell people "be impressed"

**P.S:** Got questions that might decide it for you? Ask me now, so I can answer before my annual summer break on 31. July 2022. It ends on 28. July 2022. I re-opened the "cart" to offer it to you again in the fourth quarter of this year.

**P.P.S:** Are you following me on Twitter? [Add me](#) while you're over there.

There's the current European Payment Report that outlines the impact late payments have on the development and growth of European businesses. [You see my Tweet about it?](#)

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The Wittmann Agency  
c/o Claudia Wittmann  
Lutherstrasse 23  
06886 Lutherstadt Wittenberg  
Deutschland | Germany  
contact@the-wittmann-agency.com  
[the-wittmann-agency](#)  
USt.-IdNr. / VAT-Nr. DE279052110