



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 3 min 22 sec

Oh, my lovely Bookworm...

When I was a kid, I scoured every packaged soft ice cream of [little name spoons](#) — in the GDR an item with first names on them — for one with my name.

No dice! There was Carla, Antje, Heike and guy names like Jens, Uwe and Peter.

But no "Claudia." WTF? Why did my mum admire Italian actress Claudia Cardinale? Thank goodness for custom mugs and a grandma in West Germany.

If you ever had that experience (of looking desperately for any item with "Lovely Bookworm" on it)...

Or felt a sudden crush on someone who was not at all your type or was maybe even a little ... unpleasant? But somehow hot, simply because they used your name a bunch and touched your arm a few times? (*Such a rude douche bag, why do I feel butterflies in my stomach???*)

Well, then you know:

People love seeing and hearing their own names.

Here's an example for you: Back in 2011, Coca-Cola launched its famous international "Share a Coke" campaign. It was an effort to reach Millennials — a release of Coke cans and bottles with the most popular first names assigned to that generation on them, remember that? — boosted their sales enormously.

So it makes sense that you're personalizing your E-Mails, your offers and your entire communication with your prospects, client's and subscriber's first name. It helps get them to open, click, reply, and buy.

In fact, several studies have found, that the effect of [first name] in an E-Mail subject line can make your E-Mail 26% more likely to be opened than those without.

Other studies have shown that click-through rates are 14 per cent higher and conversion rates are 10 per cent higher when personalization is part of the general E-Mail content.

Today most of us are used to the basic way of using it:

Re: My lovely Bookworm, faux fur underwear is on sale!

Not that you shouldn't try that style.

But my experience says your E-Mails will be more effective and scroll-stopping if you get creative and switch up the way you personalize the subject lines — as well as personalizing your E-Mail's content.

[Here's](#) *The Wittmann Agency's* insider guide to E-Mail marketing.

It's called:

[10 Money-Making Facts About E-Mail Marketing That Almost Everyone in Book Publishing Overlooks](#)

And BTW, as I said, using your recipient's first name doesn't apply just to your newsletters, proposals and marketing E-Mails. It's a necessity for all your communication.

Ninja Tip: If you're reaching out personally, use their name. If you're writing an E-Mail to someone you don't know very well or not yet add specifics so that at a glance, they know it's a legit E-Mail and not some copy-pasted bulk.

I'm way more willing to read through something that starts,

"Hey Claudia, loved your recent [LOVE LETTER TO BOOKWORMS](#) about E-Mail marketing"

or

"Hi Claudia, I found your website while looking for foreign rights and international licensing agency."

than one that begins,

"Good morning, I am contacting you to introduce myself.",

or worst with no subject line or greetings at all.

That, often my IT system reports directly to the SPAM folder.

Anyway, [here's the post again](#). Please share it if you find it useful.

Thanks, my lovely Bookworm!

I'm sending you all my love 

xoxo

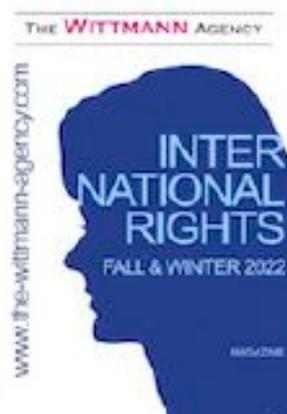
Claudia — your global book publishing co-pilot



(On the 9th of November 1989, the Berlin Wall came down. I studied economics for cultural-creative & social industries in East Berlin, GDR. I'll never forget this incredible, breathtaking moment that changed my life forever. Still have some original wall pieces.)

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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