



## 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 2 min 15 sec

# Hello, my lovely Bookworm!

Do you remember that [container ship that got stuck in the Suez Canal](#) for 6 endless days and made at least 369 ships queuing and screwed up the whole supply chain, and threatened to cause another worldwide toilet paper shortage?

TBH, I felt deeply for that boat.

**I know what it's like to be stuck.**

It might not have looked like it...

But at a certain point in my business, I was hitting a wall.

**I wanted MORE.**

I wanted to be known as more than a foreign rights person. I wanted to talk about more than book rights, licensing and industry lingo.

I wanted to make a lasting impact and have an outstanding "message." (But wasn't sure what that would be.)

I wanted the big name recognition, stand out in a sea of sameness and mega paydays that my book publishing friends from corporate days — who started freelancing (in other areas) earlier, at the same time or long after I had —

were enjoying.

These "wants" circulated through my thoughts every day. For YEARS.

### **What got me unstuck?**

Reinventing. Pivoting. Personal Branding. Visibility. Publicity.

The domino effects of having a clear-cut vision, being perceived differently and having other people reflect back to me what I said, advised & suggested that stuck with them and helped them to go forward.

### **That's the good version of stuck: when your message or story sticks!**

If you don't know what your "big story" or message is yet, that's how you find it.

### **That's also how you find out what your audience (clients, readers etc.) wants you to create for them.**

Gentle little reminder, to re-read my post [Make 'em Love You: Stand Out In A Sea Of Sameness And Tap Into The Real Power Of Branding](#)

EXPLORE & NAVIGATE, the first consulting I launched on my own, came from my daily negotiations to get the best possible outcome for my clients and speaking about the global book publishing business, foreign rights licensing, strategy, marketing & branding in international book biz in [guest blog posts, at events, and in publications](#). My sessions filled, without a doubt, because of the name I'd made from the previous years' outstanding results and word of mouth.

If you're feeling a little (or a lot) stuck, I can't think of a better solution than [joining my EXPLORE & NAVIGATE](#).

### **It'll free you up to move forward with clarity and purpose.**

Like that ship, you don't do anyone any good if you're trapped in one place.

Unlike that ship, you don't get known by staying stuck or doing what everyone else is doing (a.k.a. "the way we've always done it").

...And you deprive hundreds, thousands, maybe millions of people from discovering your brilliance.

I'm waiting to help get you unstuck (if you are) and give you a push forward.

Don't spend years hitting a wall like I did!

I'm sending you enormous love 

xoxo

Claudia — your global book publishing co-pilot

**P.S.** Don't forget: **This might be your last-ever chance to join the much-loved 'Pick-My-Brain-EXPLORE & NAVIGATE Mastermind', because who knows if I'll do it again for this 'old' price?** Life changes, the world changes...and so do offers. This is a rare one. Jump in.

[Here's your link to sign-up with me.](#)

**P.P.S.** Not sure? Need clarity? Go to my FAQs or send me your Qs. Don't worry, I'm kind, and thoughtful, and won't persuade you if I don't think it's the best choice for you & your business. And read my post [Stuck In The "Where To Start" Spiral, When It Comes To Book Rights? 5 Things To Start With When It Comes To Global Book Rights Licensing \(No Agent Required\).](#)

**P.P.P.S.** Yes, I panic-bought toilet paper before they got the boat loose.

**P.P.P.P.S.** Also, 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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