



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 3 min 59 sec

Hello, my lovely Bookworm!

In my LOVE LETTERS TO BOOKWORMS I show you [how to create your own biz in global book publishing, find your unique voice and create unmatched branding around your product\(s\) or service\(s\)](#).

Today I need to mention how lucky writers and freelancers are.

Most other creative pursuits present barriers to entry.

Writing? Freelancing? None I can think of.

Go ahead, Mr./Ms. Devil's advocate, you notorious troublemaker, tell me one thing that could stand in your way if you want to start writing/freelancing.

I'll wait...

"What if I can't afford a pen or laptop?"

Is that your answer?

I'm pretty sure you can grab a pen from any bank or as a free giveaway at book fairs or similar events.

They'll tell you to keep the pen, which is also a stylus you'll probably never use, because of its cheap quality.

And the online market for used, second-hand and refurbished tech has become more competitive, so you can get fantastic deals.

Nice try at an excuse!

Here are 15 things you don't need to become a writer/freelancer:

1. Investor.
2. Funding.
3. Fancy equipment.
(I started at my kitchen table with an old laptop.)
4. Software.
(OpenOffice and LibreOffice are AMAZING) [Click here for MORE tools.](#)
5. Tech skills.
(I learned most things on the go.)
6. Google or social media ads.
(Until today, I haven't spent money on digital ads.)
7. A huge existing audience, following, or "platform".
(Learn & invest in SEO, it's my best tip for long-term success. And the recent Twitter changes show clearly, that a small but engaged list instead of 20K of dead weight is gold.)
8. Green light from someone famous.
9. Pen or artistic name.
(When in doubt, choose your own.)
10. A beach body.
(Nobody is perfect.)
11. Instagram bleached brows.
12. An over-the-top camera-ready look.
(There're filters and photo-polishing apps out there.)
13. VIP connections.
14. An epic life story.
15. Permission.

This list is more about the creative pursuit of writing and freelancing than the profession and the actual business.

To get *paid* to write/freelance, you'll want quality work to show (which, again, you can create without waiting for anyone's go-ahead).

You need some skill or at least the confidence to make someone think you're skilled. ;)

Connections can be useful.

Practice, and experience too.

TBH, also it's necessary to make at least a small monetary investment in starting a business, and have a money reserve until the biz takes off.

Anyway, it might be a good idea to get a bit of funding on [Kickstarter](#) etc. to bring a new book or project to light and pre-sell it to your audience.

And hey, if you write a screenplay/music you want to be produced, it can't hurt to have someone famous attached.

Now, to get paid for freelancing or to write copy/books that get us paid (by getting people to buy), most of us need some kind of instruction.

No one's born knowing freelancing or copywriting.

And it's not like we learn it in school, either.

Sure, they teach essay writing, all that "thesis statement followed by argument and conclusion" stuff...

And yes, some schools, online platforms and literary agencies teach creative writing.

But copywriting? Freelancing successfully?

Writing and marketing that gets people to connect with you, take action, and understand the value of what you sell so they'll gladly pay for it?

The words that make people say, "Here's my money"?

Not in any school I've heard of...

Where to start if you want to learn this incredibly lucrative and fruitful type of building a biz in global book publishing with your writing?

My favourite place is [EXPLORE & NAVIGATE](#), my flagship mentoring.

It can help you fall in love with writing and master expressing yourself (I don't want to say **MARKETING** all the time), in a way that keeps your reader, clients and buyers hooked - whether you want to use writing and marketing for business or not.

And I teach it the fun way, too.

Over and over, I hear, "Dear Claudia, I am afraid your human talent is not appreciated in book publishing... you are very special." (Real quote from a seasoned chief editor at a big foreign publishing company.)

Claudia puts her hands together in a prayer pose and bows her head modestly.


[It's open now!](#) And if you join today or this week, you'll get a **#HappyValentinesDay 10% discount (This offer is for the first 10 signups and expires by tomorrow night, Tuesday, February 14th at 11.59 p.m. Berline time zone)*** and have a chance to submit your Qs for a possible makeover in my first feedback sessions this year.

I'd love to see your Qs!

Get started with my [EXPLORE & NAVIGATE.](#)

Nothing else is required.

Instagram bleached brows are soon over anyway.**

I'm sending you enormous love 

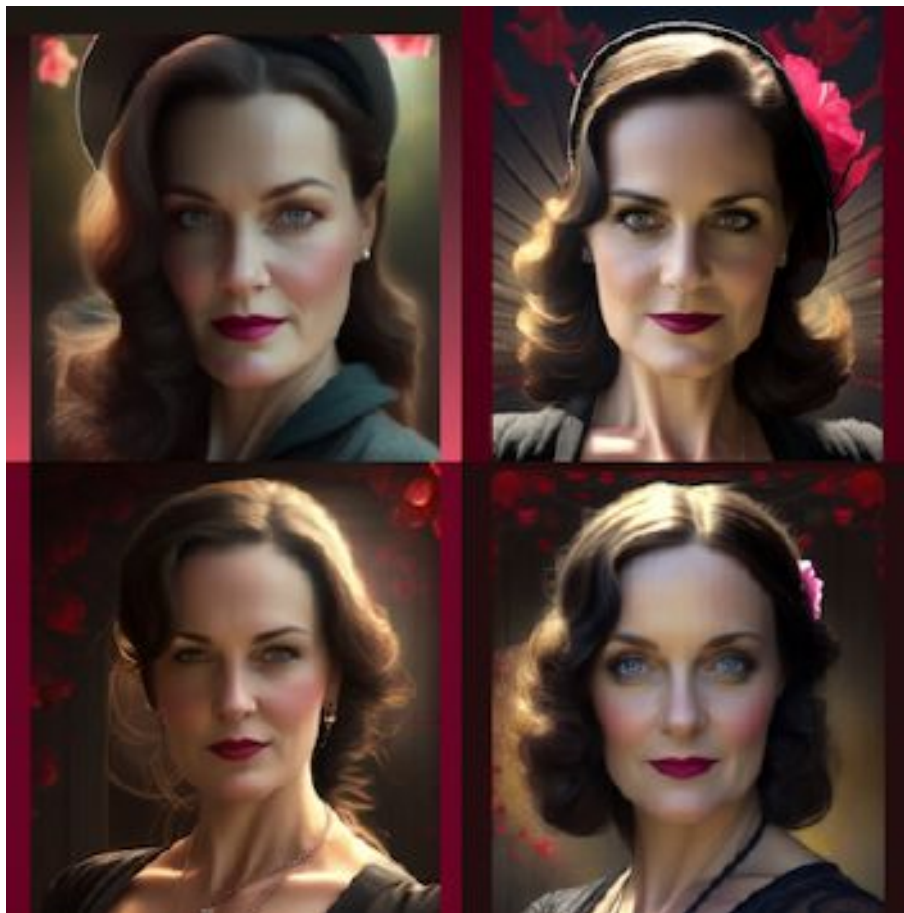
xoxo

Claudia — your global book publishing co-pilot

* You must reach out to me by E-Mail and let me know, which session you need and that you want the #HappyValentinesDay 10% discount. Once you signed up you'll get a nice E-Mail from me. Congrats, you're in.

** **Gentle little reminder:** If you fell prey to the trend of the last 5-ish years and micro-bladed your brows into heavy slabs as thick as fast food patties, give thanks for small favours: it'll fade and you'll have your normal brows back. Err...not yet, at the moment the small thin 1920s arks are back.

Apropos Roaring Twenties! Here's what AI software Midjourney created out of my [Twitter profile pic.](#)



P.S. Don't forget: This might be your last-ever chance to join the much-loved EXPLORE & NAVIGATE, 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. 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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