



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 5 min 55 sec

Hello, my lovely Bookworm!

Shortness is not my thing.

You wouldn't know it from that sentence. It's a rare, short & flawless beauty!

When I first started writing comprehensive reports for my clients, my draft and copy all went overboard. They had to be straight-to-the-point, rock-solid, up-to-date and easy to digest when read by a busy client. There's no wiggle room.

I was always silently crying (not really, but on the inside) about my favourite parts I had to cut from my copy. I learnt, in the English-speaking #WritingCommunity it's called:

"Kill your darlings."* Oh, I had to do so much killing!

I still do. My usual writing (foreign rights licensing, negotiations, follow-ups, reports, E-Mails, Love Letter To Bookworms) doesn't require super tight timings. But my mentoring does and it requires economy, a lean structure and clarity or you, my lovely Bookworm, will get bored or, worse — go off in the wrong direction.

In my EXPLORE & NAVIGATE sessions, and when it comes to your biz, I don't talk about it in "killing" terms.

I call it "leaving XYZ out," or "focus on ABC" I show you how and what to select for the chopping block. There's a fine art to telling your client "no, please, don't".

I know, it sounds a bit like 'firing your past' and can feel like a harsh act, too — letting unrealistic, unnecessary and unneeded expectations, rules & procedures know their dubious services will no longer be needed, and sending them home like sacked employees with a cardboard box of their things.

Like in the British comedy *The Full Monty*, then your *past*, which you fired pretend to their *past* family that they're still going to work every morning while they're actually spending hours at the movies, in shopping malls and parks or, worse, the casino...until one day when the spouse calls to ask them something at work and is told, "Oh, that *past* hasn't worked here for months."

You might think: "Duh, still better than murder, right? And worth it."

Cutting unnecessary stuff out makes your business way, way, way, way WAY more compelling.

And yes, I needed EVERY ONE of those single "way"s.

Here's one thing you won't feel bad about when you cut it:

[The shame of promoting your biz.](#)**

Hardly a "darling" holding on to, right? It's like a weed.

If you look at your business, you'll probably find "feel guilty about promoting", "marketing and promotion are sooo annoying" "selling feels awkward, braggartly and just plain wrong" all over the place. Most of the time, you can slash it easily.

BEFORE: [My biz before](#) *I knew that removing & simplifying things will improve my biz.*

AFTER: [My biz today](#). *I know to be more concise, and precise and to be myself have improved my biz and still do.*

Here's another: *Clients write to me constantly to tell me working with me has transformed their lives and businesses and got 'em success, joy and fulfillment. If you want to find your voice and sell anything, this is the *thing* you need.*

The [EXPLORE & NAVIGATE](#) is already open and my RISE & SHINE foreign rights representation is coming March 1st —mark your calendar and set aside those "life-long learner" / "invest in your success" funds.

As always, I'll offer a limited number of bonuses. Pay attention to these E-Mails, and sign up for RISE & SHINE E-Mails [here](#) so I can keep you in the loop.

Already signed up for my [RISE & SHINE](#)? Hope you'll join me for my [EXPLORE & NAVIGATE](#) as well.

How about that promo, huh?

(That's not the kind of "promo") you cut.

I'm sending you enormous love 💕

xoxo

Claudia — your global book publishing co-pilot

*"Murder your darlings" or "Kill your darlings" is a popular piece of writing advice frequently attributed to William Faulkner. In reality it was the English writer Sir Arthur Quiller-Couch.

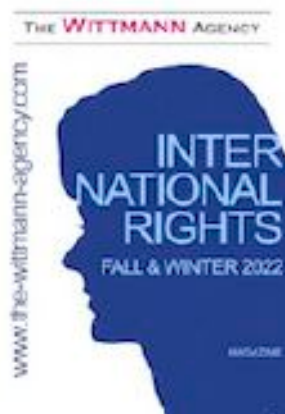
**The four basic "Ps": price, product, place and, of course, promotion. Today many include an additional "P" for people who have become an essential part of the marketing mix, too. So the "P" that interests you is the promotion one. This "P" encompasses all the activities that are done to make the product or service known, to sell and to build your brand.

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. 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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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