

GLOBAL BOOK RIGHTS LICENSING + STRATEGY ADVICE



Want to
make your
creative biz
more
unique &
compelling?

(How to hide goodies in your
creative biz content to make
your people feel like true fans.)

THE-WITTMANN-AGENCY.COM



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 2 min 59 sec

Hello, my lovely Bookworm!

Two weeks ago was Easter weekend.

My family's protestant – except me – is from Luther Town of Wittenberg, where priest Martin Luther challenged the Catholic Church when he nailed his world-changing 95 theses to the All Saints' Church door in 1517 becoming the leading figure in the Protestant Reformation.

When I was a kid, my mumsy always put out colourful Easter baskets in our flat for me and my cousin and cousins. Green artificial paper grass on the bottom, loose jelly beans in different flavours and colours, carrot-shaped candy nuggets, milk chocolate ladybirds and bunnies, and hard-boiled eggs dyed with watercolour. Those we haven't found we have smelled after a fortnight. ;) Sweets and candy are secular.

So are Easter eggs — not the kind you made as a kid turning the kitchen into a creative mess coming out of it with purple, blue, and pink fingers – and think of any time you smell hot vinegar, but the kind you hide in your creative biz copy and content for your fans to spot...and feel even more “fans-y.”

When "your people" feel like true fans, your loyal readers/followers/insiders feel more connected with you and become even *bigger* fans. Besides learning more from you and spreading the word about you, bigger fans spend...yes, bigger money.

How to add "Easter eggs" to make your creative biz more unique and compelling?

Via your E-Mails, posts, website, social media and all your content, you can populate your universe with repeating endlessly:

#1 themes (eg, one of mine: [rollerskating...book publishing industry insides](#) and a recent, accidental one: [neighbourhood](#))

#2 pop culture references (my most common one: music)

#3 people in your life (most frequent cameo in my stories is my mum)

#4 habits ([my Bookworms know all about my daily rituals and eating habits](#))

#5 major life events (if you've been around, you probably know the story of how I started my biz and met people in my life) etc.

Your regulars will catch your "Easter eggs" and feel very "inner circle" VIP. Obsessed with you, even.

And, my lovely Bookworm, when you dive into my website [Educational Training](#), your *The Wittmann Agency* Easter egg basket (if you're a warm-hearted, dedicated Bookworm) will runneth over.

[Order my Catalogue of Services](#), fill out the tailored questionnaire I'll send you, and get my confidential help directly into your inbox!

Also, don't forget to download my Magazine For Book Lovers (click on the beau cover below), and you'll get access to epic indie books & their sub rights – I'm sure there are Easter eggs in there, too.

Here's something else Easter-eggy for you:

Lost 3 followers in secs from my previous Love Letter To Bookworms. [This post about toxic behaviour](#) was unproblematic to "my people" but these dudes (one of them an unethical behaving publishing house) went: "Ugh, I can't handle that. Now I feel shitty about myself. Delete."

So, here's my ultimate challenge for you:

The next time you see someone in the book publishing industry doing something AMAZING — whether this person is a biz friend, a book blogger you like, or a celebrity you admire — notice what happens inside your head.

And whatever you think, say to yourself:

"If [insert name of the person] can do it, why not me? Why not now?"

Don't let other people's success make you feel smaller. Instead, feel more motivated to learn and perform better. And go and find friends, colleagues and clients who operate in a supportive, kind and ethical way. They're out there, I promise, and they'd love to meet you, my lovely Bookworm.

Happy Monday and have an outstanding week ahead.

I'll talk to you again soon.

Sending you all my love 💕

xoxo

Claudia — your global book publishing co-pilot

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