



## 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 3 min 34 sec

# Hallihallo\*, my lovely Bookworm!

Right now, I'm carrying on working behind-the-scenes on my [Foreign Rights Hero](#).

— **Correction: "Right now" means when you're reading this, not as I'm writing it.**

Really right now, I'm about to eat my homemade Gourmet Toast Hawaii, which is what I love at the moment.

You think it's quite heavy\*\*? It is. You don't want to see me take down a buttered sandwich consisting of a slice of crispy wholegrain toast with several thin slices of boiled chicken meat and tastefully truffled brie and fresh fruit on top, when I'm in private and hungry, though. I'm sure there's some sick market for that on youtube. ;)

**Better you have pictures of beautiful Hawaiian girls dancing hula in mind. —**

Anyway, right now, I'm probably at the [Foreign Rights Hero](#) part where I wanna give my little kickoff presentation, almost everyone struggles with most.

**Sell People What They Want.**

If you've studied sales, marketing and copy at all, you've heard this rule.

Sell people what they want, and give them what they need.

I'll add to that, sell people what they want, not what you want them to want.

**The book publishing world is full of folks selling what they want people to want.**

I've heard publishing people (and aspiring authors) say things like, "Through my book, I help people, so it's for all age groups from 1-99."

**Who the F wakes up in the morning wishing, "If only I could get myself a book that appeals to everyone's problems"?**

That's rhetorical, but if you know someone who says that, send me a picture. I want to see what that person looks like.

**If someone signs up for a "reading adventure" (pure literary adventure – no dirt, no bugs, no wet shoes),** maybe it's to spend more alone time and escape the harsh reality; maybe to feel connected with themselves; maybe to get inspired and feel more creative; maybe to get an idea to solve a problem.

Plenty of things they might want. A book for everyone yadda yadda isn't it.

And so that pitch was totally missing the mark on selling people what they want.

**Selling people what they want is how you "resonate."**

Resonating is why people say "Yes! I want that!"

"Yes! I want that" is how you get paid.

That's the aim of just about every tweak I demonstrate in my [Explore & Navigate](#) to make your marketing speak to what the customer (whoever it is: reader, editor, publisher, agent) wants.

Not just what they need, or what the client I worked with — all my tips are from real client work — wanted them to want.

If you want to see global book marketing that goes from not resonating...to yes resonating — so your copy and your marketing can yes resonate, too, and get you paid — you should grab it.

Go here to get my [Explore & Navigate](#) and hop on my [Foreign Rights Hero Waitlist](#).

Sending you joy and love. 

xoxo

Claudia

\***Hallihallo** = funny, informal way to say "Hello" or "Hi there" in German

\*\*Drama? Where, where? Kidding, don't have time for it. ;)

**P.S.** If growing a stable, profitable business in book publishing with a global reach isn't your thing, would you do me a favour? Forward this E-Mail to a friend who's starting or running their own business. It could mean the difference between MASSIVE profits and growth and having to shut their doors for good. Thank you so much. You're the best!

**P.P.S.** Please put it on your calendar. Here's my current 2022 schedule for my [RISE & SHINE Representation](#). No matter where you are in the world, The Wittmann Agency's doors are OPEN for YOUR "hot stuff" submission from 1st - 31st March 2022. If you haven't already, [please join my waitlist NOW](#) and you get an invitation & reminder as soon as the door opens again.

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