



## Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

---

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

---

[FOREIGN RIGHTS & LICENSING](#) | [CATALOGUE](#) | [SUBMISSIONS](#) | [CONSULTING](#) | [COURSE](#)

Reading time 3 min 00 sec

# Hello, my lovely Bookworm!

The other day, someone in the Twitterverse posted a grisly snapshot from the supermarket:

It was a pic of a small portion packaged, raw minced meat, flattened and pink and wiggly under the thin plastic wrap.

That's not the grisly part. The grisly part was the price:

€6.00 with an attach [anti-theft device](#). For a small portion of meat remains that have been minced. I don't even think they were hormone-free.

**I wasn't surprised. As you're probably aware, everything's doubled lately.**

I just paid €4.95 at *dm*, a leading German health and pharmacy market, for a pack of 8 toilet rolls, which you'd better believe I'm going to fold up to 2 times each sheet, looking for the little clean spot, wiping down. Also, I'm trying the Sheryl Crow approach of "only use one square per bathroom trip."

(Fun fact: It's estimated that the average person uses 57 sheets of toilet paper per day. They're meant to be single-use – unfolded. Not at that price!!!)

[The oat flakes cereals I like to buy for my breakfast?](#)

Gone from a mere €0.57 (including 19% tax)...To twice that, plus twenty-five cents. €1-freaking-39. For oat flakes. And usually, half of the weight is the packaging.

I know that's not a luxury item. But guess what we just paid for the monthly energy instalment for one flat? €475.00 – went up from €184.00.

And at the petrol station? 1.879 €/litre (quarter gallon) for gasoline.

Hint: nearly the same per gallon as a little package of oat flakes. {\*spits out porridge, saves it to cram it into the gas tank\*}

WHAT WORLD IS THIS?

Global inflation is a terrible beast.

**I'll tell you what makes me feel better about it all:**

While the return on our money is plummeting in just about every way, there's an exception.

You know what I'm going to say, my lovely Bookworm, don't you?

You got it: *your* EMAIL & *your* website.

**Even if your subscriber list is itsy-bitsy, super-mini and tiny and your website a simple and easy one...**

Inflation won't make a dent in the sky-high ROI of your E-Mails and website.

That is, if you send your audience E-Mails regularly, create posts regularly and make them a delight to read and make offers that appeal to your people.

If you're not selling anything and the reward for you is purely in the impact and connection you build with your audience, then great. That return on investment won't go down by a cent, either!

**If you want to increase the value of your E-Mail and your website even more, by creating yours in a way that:**

Stands out...

- a) E-Mail...in your subscriber's inbox
- b) Website...in the digital space.

Captures their imagination...

Inspires them to *buy from you over and over and over...*  
...and, therefore, gives you the means to keep paying

as *your* prices double for minced meat, oat flakes, energy, gas, and a clean backside...

You want to [Explore & Navigate](#).

[Grab it here](#) - at its **un**-inflated price, the same as it's been since 2020.


**Wouldn't it feel great to have a skill that gets even more valuable and profitable right now...and can generate cash on demand?**

[Join Explore & Navigate here by sending an E-Mail.](#)

Can't wait to help you bang out your high-value, high-converting E-Mails and website!

To loads of dosh for your E-Mail and website buck.

I'll talk to you again soon.

Sending you all my love 

xoxo

Claudia — your global book publishing co-pilot

**P.S.** If you know how to connect with your audience and sell with your words, you can thrive in any economy. You want your Dollar/Euro/Pound/home currency to go anywhere and multiply, **put it into your properties** (E-Mails, posts, website)

**P.P.S.** I've never been a big meat eater. And I would always choose quality over quantity. Since moving to the countryside I've learnt that supermarket meat and eggs smell and taste of chemicals and antibiotics. In my quest for a more minimalist and sustainable life, I've made it a priority to choose locally-grown food and regional meat with higher quality over quantity. And it's made all the difference.

**P.P.P.S.** Did you check out the new bonuses? [Goodies on this page](#). I'm kind of obsessed with this new feature.

**P.P.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.



---

## Want even MORE?

- Weekly motivation
- Curated tips & tools & deals
- Exclusive giveaways

Well, today's the day. This year's your year.

[LOVE LETTERS TO BOOKWORMS](#) | [MAGAZINES FOR BOOK LOVERS](#)

**Pssst!** If you forget why you're hearing from me, Claudia Wittmann, it's probably because you signed up for a superb freebie on my site, ordered a catalogue or submitted your book. If you don't want these E-Mails, you can say „Goodbye“ at any time. Also, note that links may be affiliate links. I occasionally promote things for a commission, but only things I like and believe in that I think you'd like, too.

For occasional (and awesome) social updates, here is where to find us.  
[YouTube](#) - [Twitter](#) - [Pinterest](#) - [Xing](#) - [Kress](#)

---

© Text and Translation protected under Copyright & Property of The Wittmann Agency

---

The Wittmann Agency takes spam very seriously. This email message meets all the requirements of international anti-SPAM Acts as well as EU Law (CSNA) and German Law (UWG). If you would like your email address removed from

all The Wittmann Agency eNewsletter email lists, click below to unsubscribe. Please be advised that unsubscribing this way will remove you from all of The WittmannAgency's e-newsletter subscriptions.

---



---

Pssst! If you forget why you're hearing from me, Claudia Wittmann, it's probably because you signed up for a superb freebie on my site. If you don't want these E-Mails, you can say "Bye, bye" any time.  
| Note that any links might be affiliate links. I sell things sometimes. |

[Our Legal Notice & Data Privacy Statement](#)

You are subscribed to The Wittmann Agency's global \*Love Letters To Bookworms\*. If you wish to unsubscribe [click here](#).

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