



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 3 min 33 sec

Hello, my lovely Bookworm!

Last week, I made a controversial thing on Twitter.

I did something BOLD and exciting. (Nah – not Botox.)

You can look at it if you haven't.

So, here's the bold, exciting thing:

I changed how I market myself! From 'expert' to ,pro'.

[Come connect with me if you haven't!](#)

Now, the "bold and exciting" is in parts tongue-in-cheek.

Describing any tiny move you make in a post or on social media feels a touch over-the-top ridiculous.

Like announcing you changed your hair colour, or that you switched from cow's milk cheese to goat cheese. Or writing:

"After years of using DM's fruity Dry Wash Shampoo Spray, I've made the move to Nivea 3 in 1 Medium Hair Tones Hair Dry Shampoo Spray (Sry, only

available within the EU.).

!! Thanks for the support, everyone!!"

Still, switching my name on the social media platform where I connect with the most people and spend the most time (way too much of it) felt momentous

When I first started the Twitter account, I was already on there as [@Mrs_Wittmann](#), and had kept it entirely personal.

I wanted an account where I didn't feel shy promoting and sharing business stuff: foreign rights licensing tips, new books & licensing deals and business advice, maybe even a self-help canapé here and there.

So I used just my name and changed it to my company business name and back to my name later. (Lesson learned: People follow and do business with people, not companies.)

It worked. I felt energized. Unashamed to say, "[Explore & Navigate Consulting](#) is coming!" and "Grab my [International & Foreign Rights Catalogue](#)" and "Get my free guide [Five Online Mistakes Even Smart Publishing Professionals Make \(And How To Fix Them Quickly\)](#)."

Back then, it didn't feel right issuing that kind of message to my non-business-related and RL friends. A couple of years ago when I changed my Twitter profile to my company name and logo, I had "real-name social media shyness."

I've looked at entrepreneurs and creative friends who are on there as their actual selves, with the name (and actual photo) they use to introduce themselves at a party or book a holiday. And they market themselves as *Mindset Menor*, *Sparring Partner* and *Social Media Genius* and even created their own *{First Name} Wiki* (Bold move, I think!)

I've always felt [super connected to my name](#) — I was very happy to change my maiden name *Beneke* to adopt Sven's name.

As far as I know, I'm the world's only Claudia Wittmann in the international space. ;)

My only hesitation:

I was afraid of what people would think!

I know, I know. Who gives a f*ck? Well, sometimes I do.

I didn't want anyone to say,

"Oh no, Claudia's tired of her brand *The Wittmann Agency* and being called an expert in her field and is giving it up for good! If she's not emotionally invested in her company and her expertise, then why should I be? I'm going to forget Claudia's company, whatever it was."

Ah, the overflowing imagination of an entrepreneur working digitally in the loneliness behind a glimmering screen.

I said at the top of this E-Mail that it was "controversial"? Well, it was — but only in my head.

Anyway, I did it.

With the overwhelming kindness of my clients, who know what I'm doing for them and who even call me in E-Mails an 'expert' I safely changed my description of myself and it went through.

Also, after the past years the positive meaning of the word 'expert' seems to be burnt.

I was excited and, I admit, nervous, to refresh my screen and see my name & description come up as

Claudia Wittmann
@Mrs_Wittmann


Global Book Marketing Pro. Licensing Strategist. Foreign Rights Mentor. Helps Book Brands. #LoveLetterToBookworms

Not that I couldn't go back. It's like getting a different hair colour. You don't like 'em? They'll grow out or you can re-dye your hair. But it feels like everyone's going to be pointing and wagging their tongues about it. And then one person says, weeks later, "Wait, did you change your hair?"

#hairstyle

Did you make any changes lately that you made a giant deal over just in your head?

Please, write back and tell me!

I'm sending you enormous love 

xoxo

Claudia — your global book publishing co-pilot

P.S. As for Botox (or any sort of unnecessary beauty op), haven't yet but never say never. (I hope, I'll ALWAYS say never!) I rarely see anyone my age with great 'enhancement' or 'treatment' like Botox, lip fillers, eye and face lift, cheek and chin implants, boob jobs and anti-wrinkle treatments. Meaning, they look amazing from afar but weird when you come closer. Frozen faces and pouty lips simply DON'T make you look younger. Most look like melting candles and often the rest of the body looks like the actual age.

P.P.S. [**Explore & Navigate Consulting**](#) is open! It's my signature consulting,

and I hear from clients, that it changed the way they think about focus, marketing and about using their voice.

[Dip your toe](#) with the session that suits you best.

P.P.P.S. My wonderful Bookworm before you're going back to your work, I've gotta share this with you:

Here're the global shopping trends shaping the next 5 years:

- Brand loyalty fades, partnerships grow in value
- Conscious consumers want more value and less risk
- Shopping has become an ambient experience



Want even MORE?

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

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

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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](#)

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