



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!

Normally I don't give an F about "Unfollow!" reactions to my monthly global E-Mails (not my weekly musings to you, my wonderful friend!).

Actually, I think the "F-bomb" part is a little bit over the top here.

Is it really all that powerful and explosive? And why is it so much less shocking when we just use the abbreviation "F"? Or an asterisk * in the middle? Finally, it's just a word...

You can sense it, that's all a preamble to one (actually two) that does feel extra rude because it's followed by a "The E-Mails are inappropriate." and "The E-Mails are spam and should be reported." I woke up to it in my inbox.

Awww! And I really wanted to help though!

These one-liners take us for an emotional rollercoaster ride: silent politeness of reading and clicking through all my previous E-Mails for the past couple of years (Stats* are amazing!), followed by the 'unfollow-command' (and guess what...NO spam reporting) followed by the invective.

Instead of clicking the button and bye-bye — referring to my marketing tips including promotion for my services — these subscribers just take the time to write "inappropriate" and it's "spam and should be reported".

Inappropriate...should be reported...prohibited content or rather envy?

A free plate of dangerously legal marketing tips and tricks, others are happily paying for?

You're an inactive subscriber (sry, passive-aggressive) and won't face the truth, that you've been inactive for a while – and all of a sudden you got badly triggered by my uber-successful tagline ["You ghosting me?"](#) – so you mark my messages as misinformation as an act of revenge?

Do you believe I'm about to leave you for someone younger and hotter?

Should I leave you a note when I do so, or just say "Honey, I'm going out for some cigarettes."**, and never come back?

Anyway, my lovely Bookworm, I'm telling you this today because I want you to know how I handle unsubscribes and rude replies.

I expect unsubscribes, I get one per E-Mail at the very least. Got more than two handfuls this time around — one of the worst I ever had — but this controversy caused more interest and increased the positive overall engagement.***

People unsubscribe for (m)any reason(s):

- They're subscribed under more than one E-Mail address and getting duplicates.
- They're cleaning out their inbox.
- They're no longer in the season of life or business where your stuff applies to them.
- Your E-Mails are too frequent/unfrequent for them.
- They passively subscribed (e.g. downloads etc.) or their focus has changed or shifted.
- Your content is **too** good and they don't want to be influenced. It's a BIG compliment!

Why do these types of subscribers complain as opposed to clicking just unsubscribe? Here's one thing an unsubscribe rarely reflects: murderous rage.

For that odd reaction TO A NEWSLETTER, a reader will hit reply and say...well, what you saw above.

And even if it stings when you first see it in your inbox, there's no reason to take it personally. It's not about you and has nothing to do with you.

That person doesn't know you.

Obviously, they don't even know what they're feeling!

Is it "I no longer want to receive your E-Mails, please," or is it "f*ck u"? Pick a tone, international book publishing buddy!

"How people treat other people is a direct reflection of how they feel about themselves." Paulo Coelho

As for how I handle it:

1 - Glance over it, google the person and company, and consider writing something back.

2 - Think better of it — why give it precious time & energy?

3 - Send it to trash, regretting that MailerLite's "archive" lacks the cruel satisfaction of "delete eternally."

4 - Pull it back from the trash to take a screenshot. Delete the screenshot — otherwise, visuals get stuck in the head. Want this awful message to get stuck in your head? Nope! Nopeity nopeity nope.

5 - Make a whole E-Mail or post out of it. I think most of us — even those who claim, "I love negative feedback" (*BS*) — can relate to the sting of feeling criticized, judged, disrespected, or misunderstood.

Et voila! You can steal this for yourself.

The important thing is to remember that people are strange as *eff* and have emotional reactions to your work that have zero to do with you.

From my experience, individuals who are impolite or mean towards business partners, service providers, and others usually feel powerless and unhappy in their own lives.

So they pick on those whose job is to provide services and help to them. This gives the rude person for a couple of minutes the feeling of power over someone.

When they lash out, you can mentally wish them love and light (if that's your thing, it's more or less my style) and leave them.

That's it, just leave them.

Have you had similar experiences lately that you wish could get off your chest?

Write back and tell me!

I'm sending you enormous love 💕

xoxo

Claudia — your global book publishing co-pilot

*By the way, **don't forget to move your stats to Google Analytics 4**, starting July 1, 2023. It's replacing the previous one and it's critical that you migrate your Universal Analytics property settings to Google Analytics 4, or you will begin to lose data on July 1, 2023 (July 1, 2024, for Analytics 360 properties). [Here's how to migrate your settings.](#)

**I have never been a smoker in my life.

*** In Germany we have a saying: "*Getroffene Hunde bellen.*", which means "*A hit dog will holler.*"



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