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Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 4 min 11 sec

Hello, my lovely Bookworm!

How has your 2023 been shaping up so far?

Did you know that we've entered the *Year of the Rabbit*?

In Chinese culture, the *Year of the Rabbit* 兔 is all about

- peace,
- ease,
- softness, and
- prosperity.

What about you? I'm so ready for it!

Here're some updates about what's been happening in my world so far:

#1 I was helping a student in international economics answer a survey for a final-year research project to get a bachelor's degree.

TBH, I had forgotten that universities focus on theory even in entrepreneurship.

So, questions were dancing around my social background and upbringing, my

parent's education and income as well as mine and ended in testing how risk-averse or risk-loving entrepreneurs might be when it comes to decision-making.

Honestly, I wrote: "Sry, it's *Kokolores** for an experienced biz owner."

The thing was, the "decisions" I had to choose from were utter nonsense for real business owners and painted a picture of "**Successful entrepreneurs like to take foolish risks**".

Nope. Simply. Nope.

Entrepreneurs, freelancers and small biz owners are wired to spot opportunities and have the unshakeable confidence that something, perhaps not what was originally envisioned, can be made of the opportunity. They are often better at letting something that's a bad idea and not working out go, limiting the ultimate risk.

They know: Learning from success and failure is the ultimate reality check for your business.

It's all about embracing the joy in the chaos and finding the magic in the mess.

Ninja Tip: If you need hands-on tips talk to seasoned freelancers and small business owners. Grill ONLY practical people of different industries to be prepped.

If you're looking to build more resilience and bounce back from hard times and disappointments faster, my [Going Global From Day One Partnership](#) is for you.

#2 The sub-rights of two mega-successful and ultra long-running (nearly two decades) licenses, with the potential for another extension, had to be terminated and the rights reverted to the heirs of the rights owners.

It's a hidden risk in international & foreign rights licensing: Sometimes successful sub-contracts need to be terminated when the main contract – the author contract – has been terminated or ended without any extension.

(Psst! Heirs of successful authors are feared among licensing pros and publishers due to their unpredictable behaviour.)

#3 I've been getting some really exciting offers (including new, substantial advance payments) to extend successful licensing contracts

[NATUERLICHE HORMONTERAPIE](#) | Natural Hormontherapie

The contract with *Gruppo Macro, Italy* ([Click here to check out the Italian](#)

[edition.](#)) is running since 2015. The renewal contract, an agreement between the original contracting parties to extend the terms of the existing contract for a further period, will be running until 2027.

[GESÜNDER MIT MIKRONÄHRSTOFFEN](#) | Healthier With Micronutrients

The contract with *Vital, Poland* ([Click here to check out the Polish edition.](#)) is running since 2016. The renewal contract for a further period will be running until 2028.

[BESTNOTE](#) | Top Grade

The contract with *Business Weekly, Taiwan (R.O.C.)* ([Click here to check out the Chinese-Taiwanese edition.](#)) is running since 2015. The renewal contract will be running until 2031.

Among the most important decisions you'll make for your business is choosing who to partner with. I have built win-win relationships with my indie and trad publishers and licensees around the globe — and despite a vulnerable global book market — and it pays.

[Here're the Global Book Sales Statistics 2023 for you.](#)

Deliver value... and you get value back from the world.

Yep, that's what most people get wrong about negotiations — it's not a zero-sum game, a battle with a clear winner and loser. If your partners are in trouble, you're in trouble too!

A “win-win” approach and not “the winner takes it all” old-school mindset is really all about working together to build:

- strong partnerships,
- strong relationships, and
- strong businesses.

Some people mistakenly assume helping the other side get what they want means sacrificing your own interests. Not. At. All.

It's often in your best interests to make sure that your business agreements, contracts and collaborations help all parties involved to succeed and make the whole network stronger.

This is how really successful win-win outcomes are built.

Now I would love to hear from you! Let me know what exciting things have happened or are coming up for you this year.

Write back and tell me!

I'm sending you enormous love 

xoxo

Claudia — your global book publishing co-pilot

*[Kokolores](#) = Berlin slang word for 'nonsense'

P.S. [Explore & Navigate Consulting](#) is also 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.

You want *The Wittmann Agency* to unlock the hidden potential of your frontlist and backlist and you'd like to profit from the all-inclusive package. The ***FOREIGN RIGHTS HERO Mentorship*** is for you!

Would love to get help from a global book marketing pro? I can help you with:

1. Building a strong brand identity and online presence in a highly competitive and saturated market.
2. Developing an effective and scalable marketing strategy to promote books globally while taking into account different cultural and regional preferences.
3. Identifying and targeting the most relevant markets and audience segments for specific genres and authors.
4. Creating a successful pre-launch and post-launch marketing campaign to generate buzz and maintain interest in new book releases.
5. Utilizing various platforms, such as social media and E-Mail marketing, to attract and engage readers and foster a sense of community among fans.
6. Keeping up with emerging trends in the publishing industry, such as the growth of self-publishing platforms, audiobooks, and e-books, and finding the best way to adapt to those changes.

[Dip your toe](#) and don't leave money on the table and click the link to book your seat today – let's do this!



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