



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 3 min 00 sec

Hello, my lovely Bookworm!

You ghosting me?

Hey — no judgement, my lovely Bookworm, but did you drop the ball on marketing to your list?

Or, if you don't have a list or a newsletter of any kind, are you afraid of starting one because you're afraid you won't stay consistent?

Because, you know, who the **eff** has enough time, energy and ideas to keep up that pace? What if your creative well runs dry? What if life happens?

Here's the good news:

It's ok to drop off. Sneak away. Take a French leave.*

People won't unsubscribe in hordes when you reappear after a couple of days, a few weeks or months later.

Yark Yark Yark...I'm joking, they totally will! Ade, Adieu, Adiós, Arrivederci & TSCHÜSS, my lovely Bookworm.

But you don't have to worry about that happening *if you do one thing*.

And that one thing is...

Can you guess?

Have an automated E-Mail workflow.

How does that help?

Well, it's like a preface or prologue – sometimes like a cliffhanger.

You know how, in your favourite non-fiction book, they'd show you in the preface why the authors are qualified to write about the book's subject matter?

In a fiction work, a prologue – written from a character's point of view – the main character or a character who brings a different perspective to the story – gives the devoted reader additional information that will help their comprehension of the rest of the book. This can include background information on characters, events that took place before the story begins, or information that establishes the setting of the story.

In the same way, your *automated E-Mail workflow* (yes, including your OOO message = Out Of Office E-Mail) acts as a prologue (and sometimes as a cliffhanger to keep the audience glued to the story plot) all to give the lasting impression that you'll send E-Mails regularly.

It builds

- trust,
- loyalty, and
- connection.

So that if you go missing for a couple of days and come back, they don't say, "Who's this chap?" or "You've been gone too long, I lost interest in hearing from you."

That means it saves you endless unsubscribes if life happens and keeps you from your planned E-Mail schedule.

Know what other things my automated E-Mail workflow does

- Sells my coaching, starts my onboarding process & runs my 5-day self-learning class of ultra-short daily E-Mails and, I'm putting E-Mails in place to sell the rights to my wonderful indie book titles
- Gives me vital information about you so I don't send you stuff you don't want
- Gets you clicking over to my website, so you can go to my cosy reading nook (and make yourself comfy)...where you just might buy something

- Gets people who said "No, thank you!" to receiving my E-Mails to say "Oh, Claudia, I changed my mind – yes!"
- Turns you and me into inbox buddies. That's right, my bookish bestie!

I'll show you how to use this and other marketing tools to do all these fun, money-making tricks and more in...

[The Wittmann Agency Going Global From Day One Partnership](#)**

Doors to sign up close on 30 June 2023 at 1 pm ET, so don't miss out!

See everything you're going to get [HERE](#).

I'm sending you enormous love 

xoxo

Claudia — your global book publishing co-pilot

* In Central Germany we took over the *"filer à l'anglaise"* and say *"Englischer Abgang"*, which means *"to sneak out English-style"*, so to leave without warning and saying goodbye.

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