



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 3 min 47 sec

Hello, my lovely Bookworm!

Have you ever heard from a couple of people,

“I wasn't going to buy one of your books – no offence – but you made it too good to pass!”

Or:

"I was going to wait 'til someone else gets the translation rights out first, but your offer lit a fire under me."

Well, yeah! That's the idea here:

To get commissioning editors, publishers, agents or readers who don't want to buy a book (or book rights) — or who weren't going to buy it yet, to get it now.

...And then love that they did!!!

And then hopefully, they'll keep talking about the book, the author and the publishing house and give one copy to a friend and recommend you to other colleagues.

More copies in more hands = author's + publisher's dream.

And to brand, market and promote these fantastic, soon or already bestselling books?

A dream for you! That is if you want to captivate people (and potential buyers and readers) with your storytelling. (There's no need to over-stretch the word marketing in book publishing.)

All it takes is a few people saying, "I'd pay for this." And that could happen.

Today, while I *will* impose on you for a favour (optional, down below), I'm not asking for a dime. May I bribe you first? Yeah?!

So grab these 3 hot resources book publishing peeps SHOULD know now:

#1 Want to level up your pitch game? Do it with a mood board. Here is the website for the [Mood Board Pitches for books](#).*

And here's a guide to your own [mood board in Canva](#).*

And [here's the link](#)* to Shannon Marie's *Canva file template* to get you started on your mood board today!

Good luck if you enter the next event!

#2 **Durable*** is a sweet AI tool! You can literally create a website in under 30 seconds. I've tried and tested *Durable* and was stunned!

The automatic website generator uses your business name, industry, and location (that's a disadvantage, 'cause you cannot write in another language) to create a highly customizable site that can be live in record time.

Within the site, *Durable* can generate content for you, populate relevant images, and help generate a business name. Sceptical? Give it a try!

#3 **Think of AI as your intern** (even though it isn't a real person) and

- delegate tasks,
- leave easy-to-handle or time-consuming or automated tasks to the AI and
- let it make some research.

If you need some help with writing, try [Rytr*](#), **an AI writing assistant**, that helps you create high-quality content, in just a few seconds, at a fraction of

the cost.

Oh, and my lovely Bookworm — If your problem is not so much finding stories to tell, but connecting them to a point, a CTA (Call To Action) and creating a buzz launching and pitching them successfully on a global scale, this [EXPLORE & NAVIGATE](#) puppy's got you covered!

And if you're just here for something retro and pretty, well...feast your eyes on that retro Riedell rollerskates of mine.



*(Click on the right pic to go to the shop where I bought mine at the full price — but hear, hear, they offer a huge discount at the moment. Go for it! Don't be ashamed to be a bargain hunter!)**

Here's the favour, my lovely Bookworm: Will you write me and tell me what you think? How my *Love Letter To Bookoworms* helped you, what results you got, and all that? And what book publishing-related content you'd love to see in future? **I want your feedback!**

Help me prioritize and provide you with genuinely helpful articles, guides, workshops and coaching:

What book publishing-centred topics would you be most interested in?

Click all that apply & have fun! (I have turned link-clicking into a mini party with chillin' sounds you never heard of before. ENJOY!)*

- **Basics** | [Check](#) | of book publishing & building blocks of great branding
- **Strategy** | [Check](#) | Big-picture & brand + bookish product positioning
- **Messaging** | [Check](#) | Figuring out what to say about your company, your product(s), your service(s) and to whom
- **Story** | [Check](#) | Identifying and telling your unique brand story
- **Voice** | [Check](#) | Developing your brand personality and using your unique voice & storytelling techniques to market your book(s)
- **Style** | [Check](#) | Aligning your brand & visuals with your strategy
- **Big Brand Insight** | [Check](#) | What the *Big 5* do to craft and build brands
- **Naming** | [Check](#) | Creating great brand & product names & book titles
- **Copy** | [Check](#) | Writing strong websites and marketing collateral
- **Inspiration** | [Check](#) | Examples of doing it right (and wrong)

And if you have questions after diving in, I want those, too. Hit me back!

My brain is available for all your high-level book publishing needs.

But first, [enjoy me on rollerskates!](#)

I'm sending you enormous love 

xoxo

Claudia — your global book publishing co-pilot

**Contains no affiliate links*

P.S. My wonderful Bookworm I've gotta share this with you: The latest developments & laws that creatives of the writing and book publishing community NEED to know.

The [European Accessibility Act](#) will come into force by 28th June 2025 in Germany with the **German Digital Accessibility Laws**, which will mandate:

- websites, webpages, webshops as well as
- digital products (eBooks etc.),
- documents (PDFs etc.) and
- services (e-commerce, audio-visual media etc.)

to be designed barrier-free and publicly accessible. The implementation of these specifications is required for all public and online available products and services. The internet should be barrier-free, giving everyone the right to access useful information. It's comparable with the [Americans with Disabilities Act \(ADA\)](#).

P.S. Did you check out my #LinkTree? [Goodies on this page](#). I'm still obsessed with this new feature.



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