



## Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

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Reading time 5 min 36 sec

# Hello, my lovely Bookworm!

**Have you noticed a lot of people crying, lying, and shaming on social media?**

I have. Maybe it's the algorithm\* mistaking me for someone who's attracted to odd human behaviour. Yeah, no!

(And if you have seen the movie [The Social Network](#) about why Facebook was set up, you know it was created to be a modern-day pillory to shame and insult others.)

While I'm not much of a

- crier (sometimes I cry when others do),
- liar (white lies don't count, right) and
- refuse to shame people for whatever reason (I prefer to talk things through)

other than crying at inappropriate times like when I'm arguing on the phone with family or customer service, I'm not against crying. I would never tell someone to stop. And as someone with high self-esteem, emotionality, and sensitivity I know it would make things worse, anyway.

And to quote one of my biggest childhood influences,

“Laugh, and the world laughs with you;  
Weep, and you weep alone;  
For the sad old earth must borrow its mirth,  
But has trouble enough of its own.”

— **Ella Wheeler Wilcox, Poems of Passion**

it's still all right to cry, even if you only get a wet face. Research shows that crying helps to relieve stress, pain and anxiety – and helps to release oxytocin and endorphins, which help improve your mood and bring your emotional state back into balance.

I understand crying spontaneously in the middle of an interview, an argument or a live event (or during movies or while reading a damn-good book).

Cry! Feel your feelings. Let it all out, be emotional, demonstrate being human, awesome.

But this social media thing of, “*Hello folks, here I am, crying to my smartphone camera?*”\*\*

That leaves me confused. Like, does one start crying and then rush to turn on the camera to capture it? Or yell, “Hey Siri, record video!” and then start weeping? Or are they just sobbing all day long – oh, no hurry, I can film it at any time?

I think the 'embrace your emotional vulnerability' trend has hit a bizarre peak.

Here is an example (Not sharing the video link here as oversharing is often regretted later. And the internet won't let her forget anyway.) At the beginning of this year, a selfie video of a teenage girl went viral. She was crying all her way through a German supermarket, equipped with an expensive smartphone and matching wireless earbuds, whining into the camera that she can't find something vegan to eat and feels like “starving.” (While running along tightly packed shelves full of food, fruits and greens.) She has become a sort of shared expression of the feeling of overwhelming frustration – over nothing.

I've been to countries where I've seen poor and hungry kids. An experience that shaped me forever, was in Romania. I was a child myself, when a much smaller kid came up to me and looked at me with big dark puppy-dog eyes that were asking “May I?”, and snatched the leftovers from my plate and devoured it in front of my eyes.

That's all. I don't have an extra lesson except,

- Never forget to take care of yourself, your family, your friends – time is precious
- Don't take yourself too seriously – laugh, be silly, bring joy to others
- Take breaks
- Put aside your phone and step away from the digital that sucks you in like a Black Hole – enjoy the real life

And of course — you know me very well — it is still business-related. Ready?

*"When life hands you a shit sandwich, you butter that bread and eat it".*

Even when life gets hard, I'd choose to:

- Make people laugh
- Make them feel seen and understood
- Change how they feel about themselves for the better
- Attract the right, most ideal buyers, and repel the wrong ones (and give those tips to you)
- Get them to buy joyfully
- Tell captivating personal stories that have you hanging on my every word... reaching for your wallet (and give you the inkling how to use storytelling in your branding; remember people buy your story, not just your product or services)
- Try to change lives for the better
- Try to make the world a better place
- And, of course, encourage you to go rollerskating :)

Maybe you'd like to read my posts

[Feeling An Increased Need For Your Mental & Emotional Well-Being? Stop Listening To Voices, Who Want You To Take On MORE — It Will Never Leave You Feeling Comfy, Happy & At Peace With Yourself. Here're 5 Simple Ways To Beat Burnout & Stay Productive](#)

[Too Tired To Take Care Of Yourself? How To Stop Hustling, Start Living And Become More Productive](#)

[Ever Felt Like Things Seemed Out Of Control And Headed For Disaster In Your Book Business? Trouble In Paradise? Fear Of Failure Or Why Getting Back Up](#)

## [Again After You Fall And Continue Is What Matters](#)

And I've got more to come that won't have you crying, but cry-laughing!  
That's my hope.

I'm sending you enormous love 💖

xoxo

Claudia — your global book publishing co-pilot

\*The algorithms seem to dance *Cha Cha Cha* at the moment at Twitter. ;)

\*\* Artist Dora Moutot claims, [Crying Into a Webcam Is a 'New Form of Pornography.'](#)

**P.S.** Did you know you could share this (or any) #LoveLetterToBookworms?



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