



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 2 min 28 sec

Hello, my lovely Bookworm!

Would you be available for a video interview about literary agent entrepreneurship?

Out of the blue...an invitation in my inbox.

An unexpected invitation but one that's a "Heck YES!"

And then you're having an hour-and-a-half *Zoom* call with a professor and researcher at Portland State University, USA, whose research centres around book publishing, marketing and entrepreneurship.*

The conversation's flowing and...fun!

This is what's called the **snowball effect**, my lovely Bookworm and it's mega powerful.

When you **start pitching** for opportunities, **you start having conversations**.

You become **visible** and **you land a visibility "gig."**

It can be any format — a shout-out in a newsletter, [a blog post](#), a podcast slot, a feature, a review, a story on Social Media, a study, an interview — it doesn't matter.

But what ALWAYS and inevitably happens is the **“by-product”** — the so-called **snowball effect**.

You know, when you're rolling a snowball down a snow-covered hillside. As it rolls the ball will pick up more and more snow, gaining more mass and surface area, and picking up even more snow and momentum as it rolls along.

When you become visible in multiple places —

...the world will notice that a new star in the Milky Way galaxy, called my lovely Bookworm, and in the wider universe is born

...you receive invitations (+ offers) that you never pitched for!

Invitations (+ offers) replace pitching!

It looks like this: “Research Interview with Professor from Portland State University”

I know that because I’ve received **2** invitations within the last few weeks.

I haven’t pitched for a single one.

It’s the result of being visible in other gigs and word of mouth.

But here’s the deal my lovely Bookworm.

No one will invite you to be a guest (+ send you offers or buy from you) unless you’re visible in the first place.

So how do you nail those first-move gigs?

Pitch.

Pitch your biz, books, products or services & yourself.

You don't have to be great to start but you have to start to be great.

And a good pitch is NEVER what's traditionally perceived as a pitch.

It’s just a conversation.

I teach you **HOW to start powerful conversations** with movers and shakers in international book publishing in [*Going Global From Day One Partnership*](#).

I’m opening my [*Going Global From Day One Partnership*](#) after my Summer break in September for entries and I invite you to grab your opportunity...

...because I want you to kick-start your invitation journey!

I want you to know what it *feels* like to **receive all those invitations (and offers and sales)** you really want.

Because, honestly, it's damn efficient.

I'm sending you enormous love 💕

xoxo

Claudia — your global book publishing co-pilot

***P.P.S.** So who did invite me to their interview?

Dr. Rachel Noorda

Director of Book Publishing

Associate Professor

Portland State University, USA

She's so cool. Plus she will run a course in Edinburgh, UK, August 14-28, 2023. She'll lead a 4-credit study course Book Publishing in Scotland. The course is open to all PSU students (graduate and undergraduate).

Save the date for her incredible course! and share it with your friends and get a copy of her book ***Entrepreneurial Identity in US Book Publishing in the Twenty-First Century*** (*Elements in Publishing and Book Culture*) [here](#). (No affiliates, no commission — just a hearty recommendation.)

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



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