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**Voiceover:** Welcome to Author Platform Rocket. The highly acclaimed source for actionable business, marketing, and mindset strategy for authors delivered in 20 minutes or less. Most of the time. In other words, this is how you sell more books while building a bigger fan base the right way. Here's your host and an author, marketing veteran, Jonny Andrews.

**Jonny Andrews:** Hello. Welcome back to Author Platform Rocket. I am Jonny Andrews. I would like to on behalf of the entire planet say, Happy GDPR Day. Now I know that today is not GDPR Day. That was probably last week, but I'm recording this on the 25th, and so that is why I say Happy GDPR Day because I can tell you that nothing has exploded, and very little is different. What we're going to talk about on this episode, we're gonna talk about what we've put into practice for this, probably dispel a few myths. Now obviously I have to tell you I am not a lawyer, but I'm going to explain my take on a lot of these things, and how this is actually probably one of the easiest things for you to do, so if you've been confused by this, or if you still are wondering what to do that's fine. Don't worry about it. Here we go.

**Jonny Andrews:** Okay, so the GDPR. You heard my last show on this thing. It was something in the spirit of, would you please calm down because as you know history has a way of repeating itself. What I referenced on that was ... It's funny, since I've been doing this so long now I can't remember if it's 2009 or 2010 there was a big, big, big, big, big, big shake up, or at least it was perceived as a big shake up

by the FTC. The Federal Trade Commission, which is the governing body that kind of looks at all of the people out there doing business and says, bad person, good person. They make those sort of judgements. And while there had been a lot of shenanigans that were being pulled because let's face it at that time the internet was very much the wild west. Nobody really knew what to do with it. It was kind of like, hey free for all. Well hey, free for all turned into a bunch of people scamming a bunch of customers. It was a very bad day for a lot of folks.

Jonny Andrews: What they did was they put some laws about if you are going to endorse an affiliate product, and it was bigger than this, but I'll just give you the ones that sort of rattled the cages of my circle of friends temporarily, was that if you were selling something and you're an affiliate, and you're getting a commission off of it, and you're endorsing it you need to tell people that, that's the situation. So, that they can say that all right I can take this with a grain of salt because Captain Creature here is getting paid if I can click the link and buy said thing. Now there was a megalithic uproar about all this stuff. People were like, oh my word, affiliate marketing as we know it is dead. The sky is falling. The sky is falling. Then nothing happened. I mean yeah, everybody shifted, made the adjustment. It was no big deal, but then it went into act and it hasn't really been a big deal. It's been fine. You look at websites and they all have affiliate disclosures on them now even international websites.

Jonny Andrews: Well that was kind of my take on the GDPR, which is how we ... If you are unfamiliar with this basically what that means is you need to disclose what you're doing with people's data and what they're signing up for when they sign up. Now the reality of this thing, based on everything that I've read, heard, studied, all that kind of stuff, and I went and did my own research on this too, not just listened to a bunch of lawyers on podcasts, but who had products to sell amusingly enough. But what I discovered is that first of all, this thing was not ... The concept behind was really not meant for, and let us call this the small business owner. What it was meant for were these massive data warehousing and repository companies like Google, like Facebook. All these different things that have millions upon millions up millions of data points that are directly traceable back to an individual.

Jonny Andrews: Let's say for an example, if you have a book or a personal development site, or something like that, and you're doing lead capture to put people into a sales funnel where you're selling them on a webinar. Then maybe you'll, if they don't buy that, maybe you'll pitch them a couple affiliate products, and things like informational marketing style company. This really wasn't about you, but the language, as you will find with a lot of things that happen in the government that are written by people who have probably never run a business in their life, let alone one that would be online or something like that, is that the language is very vague because normally what they're doing sometimes in the spirit of helping people out is they get a little bit vague in the language. Then there's these far reaching ramifications that end up happening, and so that's what we're looking for, and that's what we experienced in this one, is that a lot of this stuff is meant companies that have tens of millions of people.

Jonny Andrews: Let me give you another example. Just say what are you going to do with the data? Who are you sharing this information with? Who else knows about this person? There are lots of companies out there that sells tons of products and then take those customer lists, and they will sell them to third parties, and all of that other data. It's a huge business. It goes on in the background, and it has been going on in the background for a long time. This is not just an internet thing. This pre-dates the internet that this kind of information. Back in the day, it used to be how would you get targeted direct mail? How did this person know to send me this letter? Well, it's because they bought your information from a data repository place, and boom. There you go.

Jonny Andrews: Now that this is online it's become far more rampant. There's a lot of stuff that people are not too cool with. Hey, how did you know this? How did you know that? That's what this is all really about is that you have to disclose and get consent and give people the ability to be forgotten. As they like to call it, which I think is kind of cool. It's perfectly reasonable and fine. And that unfortunately has slopped over into a lot of folks. Then there was terror and misinformation. Unfortunately, a lot of these lawyer people who had in almost every single case, when I would listen to these folks or be on a webinar with someone doing something, it was just so over the top like, oh my word, the flying monkeys with razor sharp teeth are coming for you. I beg to differ. I don't think they are. I'm pretty sure they're not, but what this did, positive of this, was that it kind of forced us all to clean house.

Jonny Andrews: I've updated our privacy policy. I looked at it I was like, yeah it's probably about time to. Maybe this is a good thing. Also, the requirement we put a cookie disclosure on everything because we do you use tracking pixels, Facebook tracking pixels, and things like that, and that is a requirement. If you run Facebook ads no matter where you are globally if you do not have said track and pixel on the disclosure on your website it's going to be kind of a problem for you. Here's what's cool. In the show notes I'm going to link to some free resources that you can use. One of them is a word press plug in. Actually, two of them are a word press plug ins that are really awesome because they have the ability to sense where your visitors are coming from based on geography, and can actually turn on functionality.

Jonny Andrews: For example, in the EU because of the GDPR if you're gonna use a pixel you actually have to get their consent before that fires. Up until literally very recently that technology didn't exist because there really was no need for it, or at least if it did it wasn't being widely publicized. Well now it exists and it's cool. If you have a word press site it's actually free. If you don't have a word press site I can't help you. I actually don't know yet. I found some code that you can drop into your site, so Wix, or Blogger, or all that stuff. You can totally use this stuff. It's really easy. It's super cool. There's also a bunch of free privacy policy generators. That's another thing. If you're going to do advertising you need to have that privacy policy. That is pretty much across the board with every ad platform. Just a step one, have something to sell. Step two have a privacy policy. You need that, okay.

Jonny Andrews: The new thing is getting cookie disclosures, so we've gone through and put those on all of our sites including all of the APR Ultimate Perpetual Give Away pages. All of the authors that we're working with now have those things. Along with links to the privacy policy, and stuff like that because we're running it through our own stuff when it comes to those sites we just automatically generate them. Here's your cookie disclosure. It links to the privacy policy. Boom. Beyond that, we don't market in the EU, so it's kind of a non issue. But, we're doing it anyway because it's just good practice because eventually this is going to trickle back to the United States. That's just one of those things. Trust me on this one. The FTC will not be outdone by their friends at the GDPR. I promise you this.

Jonny Andrews: All of this was blown out of proportion obviously with the purported scandal. It wasn't really a scandal because it was so brutally misunderstood by, specifically the politicians, and things like that, but without getting into it that was kind of where a lot of these things came from, amongst others. It's been cooking for a while, but then that was sort of the thing that tipped it over. Now, here we are. Here we are in this GDPR world where we have to disclose what we're doing to people. Shocking. Like I said, just like the FTC stuff. Disclosures became very, very, very important, and they always will be. It's one of those things. They call it Truth in Lending.

Jonny Andrews: This was something that has been around since the birth of mortgages. Well not really, but very shortly after the birth of mortgages. There's something called the Truth in Lending Disclosure. It's one of the first pieces of paper if you ever bought a home you've gone through this, is you seen this. They go through and look at, hey here's everything. Here's who's getting paid. How much they're getting paid. How much we're charging you. Those are not small numbers. Let me tell you. Let me tell you. There's an ocean of people with their hands out, but here's the thing, when you sit down at the table and you look at that disclosure, and you sign it, and they go through it line by line with you, you're still signing the thing.

Jonny Andrews: That's kind of my point here is it almost doesn't matter what gets implemented. Just, it's easy. You could just roll it out, but the biggest thing is don't freak out about this stuff. Just look at it kind of take a step back and go, what does this mean? For example, companies in the United States that did a re-opting campaign, meaning they sent their entire list and email that said, hey if you want to keep getting stuff from us click this link to be re-opted in. If you were in the EU I believe that was a requirement, but not if you're not. Even if you had had people in the EU provided you told them what they're getting. This has actually been in place. This is part of a CAN-SPAM Act of, I believe, 1988. Is that the subject matter that you send people when they subscribe, needs to be relevant to the thing for which they subscribed. Really that's not changed. None of this has changed. It's just become a little more pronounced. Obviously with people who have things to sell there's a lot of fear mongering.

Jonny Andrews: Let's do a quick recap. What should you have your page even if you are not in the UK or the EU? Number 1. Have a cookie disclosure. Like I said, I'm going to link this with awesome free resources that anybody can use. Although those will be in the show notes for cookie disclosures. Number 2. Make sure you have your privacy policy, and within that privacy policy you have to talk about what you do with their data. Absolutely vital. Super, super vital in fact, that you tell them in plain English what you're going to be doing with that data. As long as you're doing that you're going to be pretty good. Then kind of keep your ear to the ground and see if there's any changes coming out because there will be things that are amended.

Jonny Andrews: For example, there's so many people that are hot and heavy on this checkbox thing where if they check the box they'll be added to the list and if they don't check the box they won't be added to the list. That has been called out from the GDPR as you don't need that. You just need to literally tell people what you're doing. When we were looking at this, and I was trying to decide, and do you know what? Maybe it is time to start marketing in the EU. It got weird like that. When it's easy I don't want to do it. But it's like okay, now we got to do some stuff. Oh, this is intriguing. What's going to happen next? So, I think we're going to start that, but here's how we're going to do it. We are going to start by blatantly disclosing what exactly they're getting when they subscribe. That's it. That's all. Just putting it in there. They're phrasing it like, hey you're going to get a benefit. You're going to get benefits from these newsletters. Here's what you get.

Jonny Andrews: For example, we have some folks that we're working with who give newsletter subscribers get exclusive discounts and freebies. How in all that's holy are you going to send things like that to people who have not subscribed to you? You can't. That is why it works is because if you actually need to send them the thing that they ask for, meaning if they don't give you basic information you cannot fulfill the contract with them that you have made, so on that page if you have, within our newsletter we're going to give you these things. We're going to send it roughly once a week, or once a month, or whatever your time period is. Some of our pages have been up since I want to say even long before 2011. We're so blatant about what people were going to get. How many times they were going to get emailed, and that this was for residents of the United States. That it was really all we had to do was update the privacy policy and put the cookie disclosure on it, and I'm like, oh look at that. We're good to go.

Jonny Andrews: Like I said, I'm not a lawyer, but I do listen to a lot of lawyers. There were a lot of lawyers who said you had to put the check marks that says, you can get marketing emails. I've also seen others who didn't have things to sell that have said that is absolutely completely not true. In fact, like I said, representative from the GDPR even said, "The checkbox thing is not necessary as long as it's clearly disclosed what they're getting." I mean learn this stuff for yourself, but here's the thing. This is only for people that currently only applies to people in the UK and EU. Like I said, we haven't marketed there in forever, if ever. Looking back through the ad accounts and stuff like that I'm like well I gotta see. Did we

even do anything? The answer is no. We've never really run anything that had anything to do with international traffic, which is probably strange, but also, oddly beneficial because a lot of this stuff was like, okay, all right. Second of all, we're based in the United States.

Jonny Andrews: You have to really think about where are you based? Who are you targeting? How much of this thing are you targeting? Now if you did have some EU folks maybe it's a good idea to do that re engagement. I know you're supposed to do it before the 25th, but I have a sneaking suspicion that for small business owners who are maybe like, this is so freaking confusing I don't have a million dollars for a lawyer. I have the sneaking suspicion people aren't going to be too furious about that. While yes, lawyers are paid to be the CYA, the Cover Your Ass, kind of methodology, at the end of the day most of them who were out there parading around these ideas they weren't totally wrong, but they were so far over the top that it was needlessly fear mongering. That's just one of those things, so that if you're a little worried, or if you haven't taken action yet because you've sort of been paralyzed by too much information I think go and research this stuff yourself, obviously.

Jonny Andrews: But based on everything that I've seen, based on all the data, the research that I've done, at the end of the day as long as you clearly tell people what you are doing with their information, or what they are getting in an exchange for something else any transaction that you're doing is completely above board and fine. It's completely fine. You could say, hey you're going to get these benefits for doing this, and you can unsubscribe at anytime because there is that little smidgen of personal responsibility on the end of a user. Maybe once every four months we have somebody hit reply to an email and say unsubscribe me. It's like are you unfamiliar with the link at the bottom? Evidently some people are still unfamiliar, so we actually put the link at the top and at the bottom for those kind of folks who are maybe just not quite getting it.

Jonny Andrews: Also, a lot of what we do is double opt-in. They've had to even verify that they've entered their info. Then they have to verify that they did that, so we know that it's them. It wasn't like them putting in some fake email address. Anyway, that's kind of my take on this whole thing. Now if things become more specific, which I would actually like because where we are now with this it is so vague. There are so many different ways to interpret it that it's kind of difficult. It's really difficult. What do you do? That's why this took the basics of what it is and what it's doing and what is within my company's technical ability without say dumping another million dollars into programming to find, to try to, I don't know, do this weird cookie thing. Just find free solutions to this because they are coming. There are some that are already here. Like I said, I have a link to them for the privacy policy generators because I know a lot of authors do not have those.

Jonny Andrews: There's no reason to go buy one or hire a lawyer. You could use something that's perfectly reasonable and then add in some of your own stuff as you go with this. Then the cookie disclosures because that's just important if you're going to be marketing on Facebook, or Google, or anything like that at all ever.

Just always have that kind of stuff. Just having those little pages it's such a minimum movement maximum impact kind of thing. It really means the world to Facebook. Come on, think of poor Zuckerberg. He had to sit in front of Congress for hours listening to those questions. It was hilarious. I hope you did get to see that. If you didn't please go back and look at that because if you have spent even five minutes doing any form of marketing or know anything about how the pixels work, and things like that a lot of those questions were just supremely hysterical.

Jonny Andrews: Unfortunately, and this is just sort of my own political take on things. Is this is just a global issue. Is typically it seems democratic countries tend to elect people that oh God, they're good at campaigning, but maybe not so hot when they finally get in there. Anyway, that's every party everywhere in every country. Happy GDPR Day. It's awesome. Once again just like back in the day when everybody was ripping their clothes and gnashing their teeth and getting all sort of biblical morning kind of stuff when the FTC came a calling. The GDPR has made its mark, but it's fine. There's really nothing that's a huge deal about this. There's no sky is falling. There's just a very basic would you please disclose to people in languages that they can understand exactly what's going on with the marketing. I think that's fair too. It's not bad.

Jonny Andrews: It's going to make you better at what you do on the marketing end. It really does. That is one fact that I can tell you. I know I always save the best point for last here. But, it is really very much a fact that when these things happen the people who are able to shift what they're doing and incorporate that into the marketing are the ones that are going to be around the longest. These are the folks who do this, so make that you. Just make the choice to have that be you. You don't need to flush your entire business down the drain, or dump everything, or burn down the barn because one of the horses came in and said, hey where did I come from? It's going to be okay. Okay. All right. Remember show notes, links to cool free stuff that you can use to help yourself become more compliant, not just with the GDPR, but with the requirements of Facebook because if you're marketing you have to be disclosing that you're doing cookies, okay.

Jonny Andrews: There you go. I'm Jonny Andrews, and everything is going to be just fine. I will see you in the next episode. All right that does it for another round of authorplatformrocket.com. Remember, we're here to help you with your business, marketing, and mindset. If you have a question, want us to cover a topic, or interview a special guest? Just shoot over an email to [show@authorplatformrocket.com](mailto:show@authorplatformrocket.com). As always, we need your reviews and support. If you like what you're hearing please leave us a glowing review on iTunes and forward the show to an author friend who might need the love and assistance. But most importantly, if you're an author who needs help with marketing why not let us do it for you? Check us out at [authorplatformrocket.com](http://authorplatformrocket.com). Always affordable, effective, done for you author marketing, so you can get back to writing your books. I'm Jonny Andrews and that's it for today. I'll see you on the next show.

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