

**Author Platform Rocket  
-Podcast Transcription-**



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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 author, a marketing veteran, Jonny Andrews.

Jonny Andrews: Alright. What's up, author folks? This is that Jonny Andrews fellow, and you're listening to Author Platform Rocket, but you knew that already, right, because, that's why you're listening to it. Today, we're finally gonna be covering a topic that I wanna say has been asked half-a-billion times over the past couple years. Now, clearly, that's a very accurate number, but it has come up more than, let's call it, probably about a hundred. I haven't kept an actual tick list of it.

But what we're gonna be talking about today is how to sell the dirty dirty, that erotic romance kind of thing. Because, as y'all know, people tend to bury that stuff. It's like you can't run AMS ads to it once it's labeled as erotic romance, and so you're out with that stuff. It's hard to sell that kind of book on Facebook, because they tend to shoot down images, with what I like to call it, way too much man nipple. The overage of man nip, of dude boobage. Have I said enough for you? Hopefully you're not listening to this in the car with children, but that's okay.

Oh, by the way, we've also gone over, or I should say, I did, I did a live video recently on how to sell children's books, which I think is funny to bring up at this moment, because literally folks, don't cross the streams here. Make sure that you check that out. Make sure you are in the Author Marketing Association. And if you are not, you are missing out on an epic butt load of free training, and lots of author hot seats and all those cool things. How you find it, go to Facebook, it's a group, Author Marketing Association. Search it, request access, we'll get you in. Okay? I'll even try to link to it in the show notes on this one.

Getting back to the point at hand, how do you seel erotic romance. Because we work with at ton of ... in our agency program, a ton of folks that are doing erotic romance, are doing really well with it. It's a really big seller in spite of the fact that it's kind of hidden. And it's super funny, because there's a megalithic sex toy market on Amazon, but they're not gonna let you know that, because they don't put that stuff out to the mainstream. And for obvious reasons, right?

But here's the thing, 50 Shades of Grey really blew open the doors for all of this stuff because, especially, it was like the right book at the right time, you know what I mean? Because it was right at the height, sort of the cresting of the big digital phase with all this kind of stuff, and people were like, "Oh you can't see the cover of the book I'm reading. I'm gonna go ahead and read this stuff." And there's a huge huge market out there for folks that are more into the explicit stuff.

But, obviously that then lends itself some problems, because let's look at Facebook specifically. They're going to look at, not just the things in your ad, but also the stuff that you're sending folks to. So if there's language on the page, on the Amazon page even, it can be difficult to sell in Facebook, because they'll look at that and say, "Oh, well this is clearly going to offend some people."

All right, so how do you get over that. Well, the other thing that I'm gonna be doing, I'm gonna be doing a companion video inside of the association along with this podcast, so please, please, please if you are writing erotic romance, make sure you're checking this stuff out because I think it's really gonna ... When you start doing these kinds of things, it's gonna change a lot. And also, the stuff that I'm talking about is usually, it's easier to depict visually, okay?

There's something out there in the world called a bridge page. What happened was, is places like RedTube and PornoHub, and all these different kinds of places ... Don't worry this is gonna make sense to you in just a second, but adult traffic is what this stuff is called. And out there in the world, these sites get so much traffic, it is ridiculous. [inaudible 00:04:04]. Sorry, had to do it. But it's absolutely insane. But here's the problem, as an affiliate, back in the day, you really couldn't send traffic from those websites to an affiliate offer if you were trying to score some commissions and things like that because people would be like, "Oh, absolutely not." Google's watching all this stuff, keep in mind. That's the shady side of the web, so it's like, "Oh there's great traffic coming from this, but we can't send it directly to the offer, so we can't make money."

Well, that's not true, okay? What you can do it what's called a bridge page. And this is what the internet marketing folk figured out, was that you don't want to go ... In fact this actually ended up helping sales significantly because it's the same concept behind pre-selling. It's what lots of folks are attempting to do with something like a book trailer. And in this other universe of sales, what happened was people would set up a bridge page, and it would enter the conversation in the prospects mind, and move them to, "Oh, that makes sense."

I'm gonna give you a racy example here, and I want to preface this with, don't be listening to this stuff with the littles, okay? One, two, three, penis. There you go, I said it. But we're talking about this stuff, so I figured everybody involved is gonna have ... this is gonna be a topic where we can openly discuss these things. To illustrate the point of a bridge page, here's how this works. Obviously, on places like PornoHub and what not, you're gonna have a lot of guys. Women aren't typically on that, although it's maybe about 30% kind of thing.

But what had happened is, you see all of these penis enlargement offers, and sometimes they're pills, and sometimes they're whatever, but sometimes they're secretly disguised weight loss offers. Because, let's put it this way, if you're fat in the middle area, it causes the illusion of shrinkage, shall we. And so if you lose that weight, if you're say like 20 or 30 pounds overweight, and you lose that weight, you end up looking bigger, and so that was the conversation that was happening in the bridge page.

The way that it worked was you would see to the typical penis enlargement offer, but then if somebody clicked through to it, it was a conversation typically on a blog, or some kind of post about, "Hey, you're looking to get bigger, and do all this other stuff, and blah, blah, blah, and the pills don't work, and the creams don't work, and the pumps don't work," and I'm thinking about all this stuff because I know so many people who sell weight loss stuff. I've been doing this for a long time. Don't go thinking I'm a big shopper of these things, but I do help with the market of them on occasion, all right.

That was the thing, is you identify with where they are, meaning, this is the problem you're having, this is the solution you're wanting, and then you move them to where you want them to be. Meaning, if you lose weight, it's going to naturally grow your stuff, or it shrinks the thing that's keeping you looking smaller, kind of thing. Hopefully that's making sense. Do you see how that works?

What happens then is you have the PornoHub traffic that drives to this bridge page, that breaks down the conversation, that then gives a link to the product being sold, and so when the people who are selling the product look at their stats, it doesn't say that this came from RedTube or PornoHub, it says it came from Joe's House of Larger Erections. I'm kidding. No, it's like Joe's Weight Loss Dojo, or whatever that thing was. Hopefully this is making sense. Okay.

Do you see where I'm going with this. So if you are having trouble selling yourself some erotica out there, you're gonna wanna maybe think about this. The way to do that is with, like I said, capture, connect, convert. Because remember, and I really hope you've been watching the videos that I've been putting out the Association, and paying attention to all this stuff because the market, as you may have noticed, is changing again. And the stuff that I'm teaching has been working for a long time. But now it's like, "Oh my word," kind of effective. And it's absolutely true for the erotica thing.

What would be your version of a bridge page? Because clearly you're not gonna be driving traffic from PornHub, okay? I get it! But that was just to illustrate the example that this is a process, this is a mechanical and psychological process that has been around for oceans of time. How do you do it? The way that you do it is by doing some sort of perpetual giveaway. Not to toot our own horn, but we do a ton of this stuff for authors.

Also, you don't have to go crazy with the dude nipple on the covers. You can obscure the cover somehow, give them a little bit of, let's call it, on the landing page, maybe put a little big leaf over a little something, something. Tone it down a little bit, because when you tone it down a little bit, that gives you the ability now to run advertising to your bridge page, because you want to capture these people, okay?

Then you want to connect with them, meaning you want to introduce them to your writing. You've gotta give them some samples. So give them that free book. Give them that free short. Give them a little taste of what they're gonna be getting, and they will tend to convert. But you gotta keep that process up. You have to keep continuous traffic going to that capture page until you get the name of email address, and you can have whatever you want on that page. Just like I said, dumb it down a little bit. Keep the language ... And this is the fun part about this is, what was that thing called in the 40's and 50's there was the decency committee in Hollywood where they're like, "Oh, that's way too racy for our people. We need you to say it differently." And so people got really creative when they were talking about the sexy time.

You wanna kind of do the same thing in this whole situation. You wanna get creative in how you talk about it, and so you're not going to offend the tender sentiments of the good people at the Facebook's, actually all of the ad networks. Don't be doing a ... And I know most people aren't doing like oceans of nudity, but I've seen a bunch of stuff. It's like dude where the picture ends, where they've clearly shaved their junks. Their junks. Did I just say that? I did just say that, didn't I? Well all right then. Dudes shaving junks. That's where we're going with this podcast. I love it. All right, this is why we don't do so many edits. But you wanna make sure that you're a little bit less racy than that. Try to lower just the sheer volume of dude nipple. Try to avoid profanity on the actual landing page, if you are doing some kind of direct to sale.

You can appeal a lot of those ads, because here's what gonna happen, is they're gonna smell that's something's happening. You'll probably end up getting rejected for one reason or another. Let me tell you how normal this is, okay? I once upon a time ran an ad that had a slightly overweight, clearly middle-aged balding man with a handlebar mustache wearing a leisure suit, yellow I believe, dancing very slowly to fast jazz. And what they said was, "That this ad was far too provocative, and that they weren't in the business of hustling like sex toys." So what did I do? I appealed it, and I thanked them very much for all of their help, then I said, I just described it the way that it was. I'm like, "This is a video of a fully clothed man with a handlebar mustache, which clearly radiates pheromones, but I don't think it's slap worthy." And they were like, "Yeah, you're fine. Your ad can run."

I think a lot of authors get a little bit weirded out, or kind of gun shy about the automated disapproval. I'm gonna tell you right now, we have agency clients who have literally just fired up ad accounts. They're brand new accounts, and yes, Facebook is hyper-conservative with that, and we uploaded a video that was one of our clients riding a bike down the street, he was doing a video, where he was showing this massive murder of crows right above his head, because he'd been feeding this mama ever since she showed up in his neighborhood. Now they just follow him around when he goes out and rides his bike. They literally know who this dude is, and all the crows are talking about him. And this thing was like, "Absolutely not. We can't run this." I'm like, "Yeah, you can. Don't be ridiculous." Guess what? A couple hours later, they're like, "Yep, sorry about that. Thank you so much." The ad runs. Expect to get slapped. That's just how it works. That's how the ad platform runs.

Let's do a quick recap here, bridge page this thing, If you're going to take them ... if you wanna sell on Amazon, and you wanna just rock it out with the erotica. Like you wanna have profanity in the title, and you wanna have just epic dude nip and all sorts of lunacy, great, do a bridge page, because you're officially ... That in Facebook is the equivalent of you sending traffic to PornHub, that's how they look at that. There's nothing you can do about it. So you need to do some kind of bridge page.

In fact, this will probably work in your best interest, because what you'll be able to do is maybe give these people a little bit of a juicy snippet of your story on page two. Have the story walk through on page one, and then they click to page two on a blog, and then they can go buy the book, and read the rest of it. Make sure all the clean stuff, you can use the decency committee style, talk about it in a different kind of way, dumb down the dude nip, and just be mindful of what you're doing. You can absolutely pull shenanigans off like this. You can have a giveaway. You can do capture, connect, and convert all freaking day, but just be smart about it. Remember where you're playing. Your conversions are gonna work just as well if you take out 30% of the racy, and just dumb it down a little bit. All right.

Lot of ways to sell erotica out there. Unfortunately AMS is not one of them unless you miscategorize your books, which I think is problem. And I think Amazon does take offense to that. Remember, capture, connect, convert. Run a perpetual giveaway for that kind of stuff. Let them get a taste of what you're doing in the email sequence. There's nothing wrong with that. Have a follow-up sequence with them. Get them in there. Follow up maybe with some video, maybe do some additional fun things with them in the social media. The other way to do that is another form of a bridge page that I just talked about where you give them a cool snippet of what you're doing, and then, "Hey, to continue the story, click here." Break it up into three chunks on a blog. Make sure you're using the Facebook pixel.

Once again, I talked about this inside of the association, so you can see the video for that. And like I said, I'll be doing a companion video to this podcast in there, and so make sure you go and join the group inside of Facebook so you could be up to date on that.

Hopefully you found this helpful. Like I always say, share this with your author folk friends, if this is something that you think might be able to help you sell more books. And absolutely ask questions in the group. I'm there to help. All right. I'm Jonny Andrews, this is Author Platform Rocket. I'll be talking to you soon. See ya.

All right, that does it for another round of AuthorPlatformRocket.com. Remember, we're here to help you with your business, marketing, and mindset, so 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). And 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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