

susan bratton™

GLOBAL THOUGHT LEADER:

"INTIMACY POWERS LONGEVITY"

Founder • Speaker • Author • Strategist

Susan Bratton is the global thought leader on intimacy, pleasure, and longevity. She partners with a select group of brands as their spokesperson, chief advocacy officer, or strategic marketing partner, carrying their story onto the world's biggest stages, podcasts, social feeds, and the inboxes of her deeply engaged newsletter audiences.

**THIS IS A PARTNERSHIP,
NOT A PLACEMENT.**



REACH & AUTHORITY



300,000

NEWSLETTER
READERS



250,000

SOCIAL
FOLLOWERS



1,000

PODCAST, TV &
STAGE APPEARANCES



45

BOOKS &
PROGRAMS



1.5 million

COPIES
DISTRIBUTED



EARNED REACH, NOT BOUGHT

Susan invests in top-tier publicity every month to earn her place on major stages and shows. A partnership puts your brand inside reach that is earned, which is why an appearance featuring your product moves buyers in a way a produced ad cannot.

NEWSLETTERS THAT REACH REAL BUYERS

Four newsletters, each serving a distinct audience: **Better Lover, Personal Life Media, The20, and Longevity Wins.** Readers open because they want what Susan teaches, and new subscribers arrive constantly from her appearances and socials.



300k

TOTAL
SUBSCRIBERS

55%

AVG. OPEN
RATE*

1000

AVG. CLICKS
PER SEND

*Apple Mail inflates open rates industry-wide.



560,000

MONTHLY INSTAGRAM VIEWS

THE AUDIENCE

Susan's community spans the age and gender spectrum, and are progressive, health-conscious, relationship-focused, and hold considerable buying power. Each newsletter reaches a distinct segment, from the warm and introductory Better Lover list to the regenerative-mindset readers of Longevity Wins. A brand is matched to the audiences that fit best.



AUDIENCE SNAPSHOT



AGE
18 to 88



GENDER
45% women
55% men



TOP MARKETS
USA, Canada, UK, EU,
and Australia



TOP METROS
• LA • London
• SF • Paris
• CH • Berlin
• NY • Sydney



INTERESTS
• Sexuality
• Regenerative Intimacy
• Orgasmic Expansion
• Bedroom Communications
• Longevity

PROOF & CREDIBILITY

ROLES

CEO of Better Lover, Personal Life Media, and The20. Founder, The Intimacy Alliance and Intimacy Activation Network. Board of Advisors of Adaptable Intelligence. Spokesperson for the Dr. Joel Kaplan Company.

BUSINESS PEDIGREE

20-year co-founder and CEO of tech publishing and sexual vitality products companies. "LifeSpanners Top 50" Award for Longevity Influencers, nominated "Top Sex Educator of the Year" at STIMULATE, Ad Age "Top 10 Internet Pioneer." Silicon Valley "Woman of Influence." ad:tech "Lifetime Industry Achievement" Award. "DEMOGod." Co-founder of the Internet Advertising Bureau. Post-graduate work at Stanford University.

BRANDS SUSAN WORKS WITH

Dr. Joel Kaplan
Company

Hot Octopuss

Luxus

ProDx Health

JoyLux

Mystery Vibe

AS SEEN ON

Diary of a CEO

We Need to Talk

You Are
Not Broken

Sex with Emily

The Human
Upgrade

Good Mom's
Bad Choices

CONFERENCES AND STAGES

Health Span
Summit

HOLOLIFE

STIMULATE

Camp Be More

HealthTech

Mindshare
Summit

TESTIMONIALS

Since partnering with her, we've seen an immediate boost in sales and launched a custom landing page and multi-week campaign built around her messaging. Susan continually opens new doors through her network, creating opportunities that extend well beyond the initial partnership.

Brian Starke - Co-Founder, CEO.
The Pleasure Pods Company Ltd.

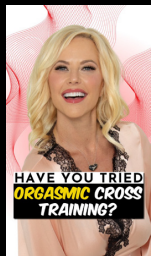
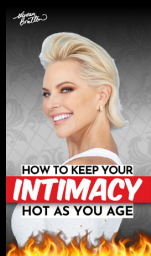
She's driven roughly a third of our patient demand and helped grow our provider network by hundreds of clients. She knows the market, the customer, and how to move both. She takes a subject most marketers avoid and makes it credible, mainstream, and profitable. She's the real thing.

Mark White
GAINSWave

After 20 years producing events, Susan Bratton is one of the best speakers I've ever worked with. She customized her presentation, then delivered a masterful blend of facts, humor, and classy show-and-tell. Attendees ranked her #1, and my client called her the best speaker they've ever had.

Jessie Schwartzburg
Speaker Booker | Event Producer

TOP PERFORMING CONTENT



WHY PARTNER WITH SUSAN

AUTHORITY, NOT JUST AUDIENCE

Anyone can make content. Few people earn the stage. When your product appears in Susan's keynote or in a top podcast conversation, buyers see an authority choosing you, which is the most persuasive endorsement there is.

A SECOND VOICE FOR YOUR C-SUITE

Fully briefed, Susan speaks for your brand like a bonus CMO. She produces your CEO Fireside Chats, transferring her star power to you, which multiplies your presence.

EDUCATION THAT CLOSSES WHAT THE CLICK CANNOT TRACK

In an omni-channel world, Susan activates consumer desire for your products through the solutions and stories that she tells, based on her work with millions of people over decades. "Trust creates commerce."



INTIMATE
WELLNESS



REGENERATIVE
THERAPIES



SUPPLEMENTS
& LIBIDO



SEX TECH



LONGEVITY



ORGASMIC
ACTIVATION



HOW SUSAN PARTNERS



Susan works with a select group of brands via ongoing strategic roles, which are the deepest and most valuable way to leverage her authority, reach, and digital marketing expertise.

SPOKESPERSON

Susan becomes the public face and trusted voice of your brand, representing your products on her stages, shows, and channels. Fully briefed, she speaks for you like a member of your leadership team, so your reach multiplies while your own executives keep their platforms.

CHIEF ADVOCACY OFFICER

Susan carries your brand's mission into the market as its advocate, lending her authority and trust to move an entire category, not a single product. The role that turns a brand into a cause buyers believe in.

STRATEGIC MARKETING PARTNER

Susan embeds as your marketing strategist and builds the engine that converts. A partnership at this level can include:

- Custom funnels and landing page copy that convert better than a standard ecommerce site.
- Custom product integrations and experiences that leverage Susan's vast array of pleasure and communication techniques.
- An SOP so your team can ingest and leverage every asset Susan creates, across social, email, and web.
- Affiliate program growth through higher-converting funnels and better tracking strategies.
- Product features Susan writes that you may use in your own channels with attribution.
- Warm introductions to complementary brands and technology partners for cross-promotion and collaboration.



SPOKESPERSON, CHIEF ADVOCACY OFFICER, OR STRATEGIC MARKETING PARTNER

Ongoing monthly engagement by scope, mutually cancelable with 30 days' notice

\$2,500 - \$12,000/mo

**ADVISORY & BOARD SEATS**

Product and market strategy, including help specifying new products. Structured as equity or stock plus modest remuneration.

BY ARRANGEMENT**STAGE & SHOW AUTHORITY**

Susan features your product in her keynotes, panels, and podcast and vodcast appearances. The clips become authority assets your team can reuse with attribution.

**Featured on stage
& in appearances**

Included within a strategic role,
or per engagement.

BY SCOPE**CUSTOM EBOOKS & FUNNEL ASSETS**

Susan writes custom educational ebooks built around your products, designed to bundle into your offer pages. Real education that raises average order value and lets you discount deeper inside a higher-converting funnel. Recent examples include a guide to the many ways to enjoy a brand's products during intimacy, and a consumer education guide on how, when, and what to ask for in at-home health testing.

**CUSTOM EBOOK
& FUNNEL BUNDLE**
Written to your products
and your funnel,
quoted per project.

BY SCOPE

PROOF OF CONVERSION: hosts and partners who have showcased Susan's recommended tools have driven \$4 million in affiliate revenue to their own audiences.



THE ALWAYS ON PARTNER PROGRAM

For brands that want ongoing presence without a full strategic role, Susan writes custom copy that meets your customer inside their desire, surfacing your product's benefits through storytelling so deeply rooted in this market that readers feel understood rather than pitched.

She is a 25-year-trained direct-response copywriter. Every feature is written from scratch around your product, your customer, and your offer. Readers who engage self-select as interested buyers and receive a dedicated follow-up email with Susan's personal recommendation. That second targeted send is where most buyers decide. Both pieces are yours to license and deploy to your own list, tested and proven before you ever send them.



PER CAMPAIGN, BY COMMITMENT

One placement per week, 4 to 5 per month, billed at one flat monthly rate.

MONTH TO MONTH

Per placement:

\$500

6-MONTH COMMITMENT

Per placement:

\$400

12-MONTH COMMITMENT

Per placement:

\$300

ONGOING PROGRAMS, ROTATED ACROSS SUSAN'S FOUR NEWSLETTERS

One placement per week, 4 to 5 per month, matched to the audience each newsletter serves so no single list is fatigued.

WEEKLY 6 MONTHS

About 4 campaigns a month.

\$1,600/mo flat

WEEKLY 12 MONTHS

About 4 campaigns a month.

\$1,200/mo flat

TWICE WEEKLY 6 MONTHS

About 8 campaigns a month, across the network.

\$3,200/mo flat

TWICE WEEKLY 12 MONTHS

About 8 campaigns a month, across the network

\$2,400/mo flat

All programs include content licensing for the campaign term. Extended and perpetual licensing are available; see page 07.



PLUS 20% AFFILIATE COMMISSION on tracked sales. The commission is Susan's signal of conversion and her incentive to push hard. The placement fee is paid up front for reach, education, and copy and is not reliant on your funnel's conversion.

ADD-ONS, LICENSING & RIGHTS

CONTENT LICENSING



Every feature and dedicated email Susan writes for your campaign has already been tested on a live, deeply engaged audience before you deploy it. License that proven copy to reuse across your own email, website, and social channels with attribution. Her words, carrying her authority and the proof of real engagement, working inside your channels.



SINGLE ASSET, 12-MONTH USAGE LICENSE

One feature or dedicated email, reuse with attribution.

\$500

SINGLE ASSET, PERPETUAL LICENSE

One feature or dedicated email, for permanent use with attribution.

\$1,500

PROGRAM CONTENT LICENSE, ANNUAL

All assets Susan creates during the program term.

from \$5,000

CONVERSION BUILD

Custom funnels and landing page copywriting so your traffic actually closes. Most soft conversions track back to traffic landing on a general e-commerce page instead of a page built to sell. Susan designs and writes the page that converts her audience.

CUSTOM FUNNEL & LANDING PAGE COPY

Quoted per project.

By scope

SALES & DISTRIBUTION EDUCATION

Training video playlists for your sales team and retail partners, teaching market strategy and product knowledge that helps your products sell through distribution.

SALES & RETAILER TRAINING PLAYLIST

Quoted by playlist length and scope.

By scope

CONTACT

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SusanBratton.com
BetterLover.com
PersonalLifeMedia.com



[YouTube.com/BetterLover](https://www.youtube.com/BetterLover)



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