

On January 23rd, an email went out on my behalf to known BookTok influencers without consideration of age or gender, from a company I own, detailing the framework of a social media marketing campaign meant to promote my upcoming novel, Behind A Closed Door; an erotic thriller set to release later this year. The email detailed several video ideas that were in keeping with events that occur in the book, a work of fiction. Those ideas were followed by:

"These are just suggestions. You're welcome to use them for your video or come up with something on your own. Half the fun of something like this is to let creativity rule! The content of the video is entirely up to you. As long as it's promoting BEHIND A CLOSED DOOR, it will be eligible. So get creative!"

This campaign was never approved. The email wasn't meant to go out without a substantial rewrite, but through a chain of errors, it did.

I take full responsibility for that.

I'm horrified such a message was released. And I deeply regret the hurt I've caused to those who received it. I have nothing but respect for the writing community and the people who champion it and I've let all of you down.

I have nothing but the deepest respect for women. I'm a husband. I'm a father. There is no excuse for the insensitivity demonstrated by my actions. The weight created by those actions is inexcusable. I can and will do better.

The written word is something I cherish. Words have a power. And sometimes they can hurt more than the most dangerous weapon. Knowing I've wielded that weapon and injured is something that will weigh on me for the remainder of my days. If you were impacted by this, I am truly sorry.

J.D. Barker