



ORGANIC MARKETING FOR AUTHORS:

HOW TO SELL YOURSELF AND YOUR BOOK



AGENDA

Topic one: Why You Should Listen to Me

Topic two: Real Life Examples: Online

Topic three: Real Life Examples: In Person

Topic four: Quick Recap

Topic five: Questions

From bookmarks and bumper stickers to social media and podcasting, author Bob McGough will show you how to grow your brand and your platform in traditional and nontraditional ways.

A landscape photograph showing rolling hills. In the foreground, there is a field of tall, green grass. A dirt path or road winds through the middle ground, leading towards the horizon. The background features more rolling hills and a few scattered trees under a cloudy, overcast sky. The overall tone is somewhat somber due to the grey clouds.

**WHY SHOULD I LISTEN
TO BOB?**

A landscape photograph showing rolling hills. In the foreground, there is a field of tall, green grass. A dirt path or road winds through the middle ground, leading towards a line of trees on the horizon. The sky is overcast with grey clouds. The entire image has a dark, semi-transparent overlay.

**BECAUSE HE IS USING
PLANT IMAGERY AS A
BAD VISUAL PUN FOR
ORGANIC MARKETING.**



Jokes Aside (For The Moment)

- I'm going to be incredibly transparent with you, giving actual real-life examples drawn from my career.
- I have been/will be traditional published as well as somewhat successfully self publishing.
- I have done all this without paying for ads.
- Feel free to ask questions.



Dragons, Mermaids, Minotaurs, Oh My! panel at Dragon Con 2023. Bob seated beside Sherrilyn Kenyon.

A landscape photograph of rolling hills. In the foreground, there is a field of tall, green grass. A dirt path or road winds through the middle ground, leading towards the horizon. The hills are covered in golden-brown fields, possibly harvested crops. The sky is overcast with grey clouds, and the overall lighting is soft and somewhat dim, suggesting an overcast day.

REAL LIFE EXAMPLES: ONLINE



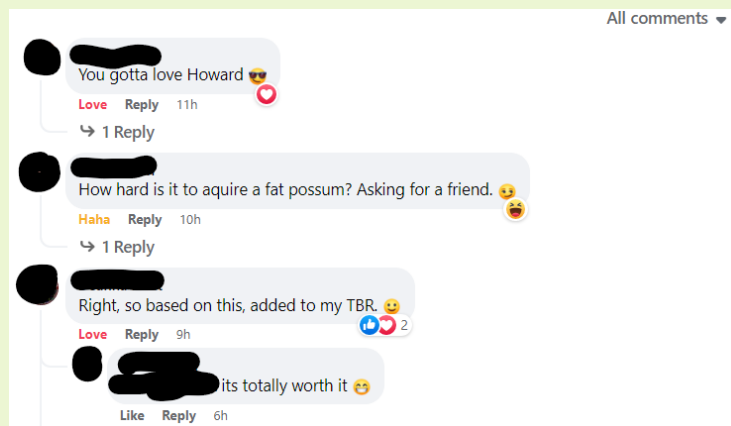
Atlanta Comic Con Was Rad!

I had a great time hanging out with a few of my fav fellow authors as we slung books

YOUR NEWSLETTER IS YOUR BEST MARKETING DEVICE.

- Costs nothing/very little.
- You have total control.
- Make sure you have a written email list signup on your table at events.
- I promise, you are interesting enough for an email list
- Don't be spammy.
- Only email folks who actively have signed up for your email list.
- I have 650ish subscribers, and average a 40% open rate.

INTERACTIVE ACTIVITY THAT HIGHLIGHTS THE FEEL OF MY BOOKS



How To Cosplay as Howard Marsh

(as of book 5)

1. You need to rock a mullet. Natural, or wig based.
2. Marsh wears only the finest in thrift store Hawaiian shirts. Sleeves are fully optional, and not encouraged.
3. Marsh wouldn't be caught dead in anything but a pair of ragged jorts, all the better to run from the cops. The fringe feels good on the knees.

Bonus Points:



Bad
Tattoos



Fat Possum

This is a very visually based post, which catches the eye. It also features a possum (which people love), is a little bit silly, and really captures the feel of my books, which will catch some interest.

**NO ONE IS GOING TO
COSPLAY AS A REDNECK
WIZARD...**

...UNTIL THEY DO!



BRINGING VALUE TO THE COMMUNITY, THAT DRIVES TRAFFIC

Tales by Bob ▶ Fans Of Urban Fantasy!
January 2 · 🌐

Urban Fantasy Novels Set In Each State: 1st Five.
If you can't wait for the future posts then the full list is on my site, talesbybob.com/lists ✓

72 27 comments

In this specific post I mixed myself, with a pair of very popular trad authors, and a self published author who I am friends with, who is known in this Facebook group. It takes you back to my site, where I have more lists. (Pictured below)

This is fun. 🌟
Like Reply 17w

I have read all the books in the series for three of these 5 and thoroughly enjoyed them! I may have to investigate more of your list!
Love Reply 17w

Top contributor
Wow, fun list! I've looked at his full list, and I can't wait to try some new books, and see some new states! He has an international one too!
Love Reply 17w

Melissa Gunn
ooh, I have to look up that one
Like Reply 17w

Ooooo! Mine are based out of Oklahoma if you want to add that to your list!
Love Reply 17w

Nice! Adding to my TBR...
Like Reply 17w

Cool! This one is set in NY if you need one. 😊
<https://www.nickigreenwood.com/books/excerpts/ff.html> ✓

Great Urban Fantasy Books That...




...Have A Necromancer Protagonist


- Misty Evans - The Accidental Reaper Series - <https://amzn.to/3jmZtT8>
- Hailey Edwards - The Beginners Guide to Necromancy - <https://amzn.to/3Vdrima>
- Jonathan L Howard - Joannes Cabal - <https://amzn.to/3YDS3TD>
- N.E. Conneely - Kelsey Pine: Urban Necromancer - <https://amzn.to/3HTTCqB>
- Stephen Blackmore - Eric Carter - <https://amzn.to/3FP1vRT>
- Lish McBride - Necromancer - <https://amzn.to/3FLqYW3>
- Laurell K. Hamilton - Anita Blake, Vampire Hunter - <https://amzn.to/3PJEvqJ>
- Max Gladstone - Craft Sequence - <https://amzn.to/3PHr05X>
- Darin Kennedy - The April Sullivan Chronicles - <https://amzn.to/3h1gplK>
- Rin Chupeco - The Bone Witch - <https://amzn.to/3PlcNWR>

See a blog post with descriptions [HERE](#).

...Feature Magic Tattoos

- Luanne Bennett - Kate Bishop - <https://amzn.to/3Vem75i>
- Jocelynn Drake - The Asylum Tales - <https://amzn.to/3YKshwX>
- Rachel Rawlings - A Touch of Ink - <https://amzn.to/3JtgsLq>
- Rachel Renner - Gilded Blood - <https://amzn.to/3BVUVKZ>
- David Bussell, M.V. Scott - Uncanny Ink - <https://amzn.to/3POPpLQ>
- Suzanne Wright - The Dark In You - <https://amzn.to/3FScCTM>

  r/Fantasy · Posted by u/talesbybob 2 months ago 

383  **With the launch of book 5 in my redneck wizard series, the rest of the series is free/on sale for the next 4 days!**

Deals

The Fifth book in my 'rural' urban fantasy series is out today! **Walking the Darkness Down** is the next book in the Jubal County Saga, which follows the shenanigans of a drug-addled wizard in rural Alabama. Ever unwilling, Marsh is constantly getting roped in to solve the various occult mysteries that crop up in Jubal County.

Book one, **Bringing Home the Rain**, sees Marsh at his lowest. Over the course of this book he ventures out of his storage shed home to find out just what is causing the strange weather south of town. He then is called on to investigate a missing persons case involving the mother of a man who once burned down a church.

Book two, **The Depth of the Water**, has Marsh caught up in yet more mystical mishaps. The first case has him trying to find a girl who went hunting a god...and may have found it. He is then roped into trying to solve just what is tormenting a young boy with a connection to Marsh's family.


Book three, **Feet in the Fire**, finds Marsh involved with possibly his two most dangerous cases yet. In the first, the appearance of a strange purple car hints at a nefarious new player in the County. The second features the return of a figure from Marsh's past, intent on bringing ruin to his family.




In the fourth book, **Praying the Day's Not Poison**, Marsh is caught up in the drama of a small town football game. Then, trying to tie up loose ends, he wanders into the swamps of Jubal County...and into the path of old foes.

Book 5, **Walking the Darkness Down** Marsh hears two words he never thought to encounter together: sex ghost. There isn't enough stolen wine in Jubal County to drag him into such a mess...or is there?

(Warning: These books contain much cursing and foul language, as befits a tale told by a drug addled redneck wizard.)

"Jim Butcher meets Bill Faulkner" – Amazon Reviewer

[LINK TO SERIES.](#) 

 135 Comments  Share 

MY FIFTH BOOK LAUNCH POST ON R/FANTASY (REDDIT)

This required that I be an active member of the r/Fantasy community. As in someone actively taking part in conversations, and not just spamming my books.

- It generated scores of comments
- Over 380 upvotes

Types of Comments

- Requests for audiobook
- Comments from past readers
- Comments asking about the setting

INTERVIEWS AND GUEST APPEARANCES

THERE ARE ALWAYS PODCASTS AND YOUTUBE SHOWS LOOKING FOR GUESTS. JUST REACH OUT AND ASK...THE WORST THEY WILL SAY IS NO.

THERE ARE ALSO GROUPS, LIKE R/PODCASTGUESTEXCHANGE THAT ARE PLACES WHERE FOLKS GO TO FIND GUESTS, OR OFFER THEMSELVES UP AS GUESTS.

MANY OF THESE WON'T GIVE YOU A TON OF EXPOSURE. BUT EVEN THOSE ARE GREAT PRACTICE, BUILD CONFIDENCE, AND YOU NEVER KNOW WHAT WILL COME FROM THEM.



↑ **r/IAmA** · Posted by u/talesbybob 4 months ago 🔔
336 **I'm Bob McGough, an author who's written a six book series about a redneck wizard! AMA!** ↓

Hey! I'm Bob McGough, the author of the Jubal County Saga, an Urban Fantasy series about a redneck wizard with a crippling meth addiction. The books are set in backwoods Alabama, based loosely on the area I am from (an hour south of Montgomery roughly). Over the course of the series my protagonist slowly starts to piece his life back together, learn how to do magic properly, and may even one day move out of the storage shed he calls home, all while solving a bunch of rural occult mysteries!

You can check out the series here: <https://www.amazon.com/dp/B09CC7KKM8>

Beyond my books I also design silly little one sheet [rpgs](#), run a small [non-profit](#) dedicated to supporting art and culture in the Montgomery area, and do some [podcasting](#).

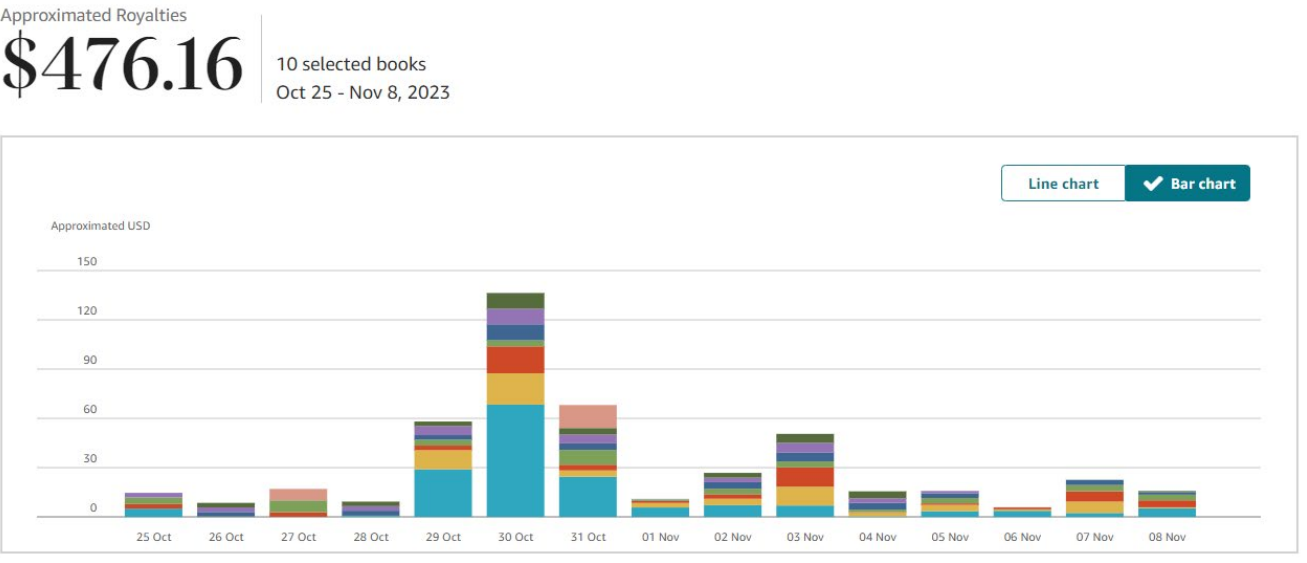
Here is my verification: https://www.reddit.com/r/talesbybob/comments/17j6qim/iama_verification/

💬 115 Comments ➔ Share 🔖 Save ⋮

REDDIT IAMA POST

The IAMA (I am a) subreddit is a place where you can go to post something interesting about you, and folks ask questions.

- It generated 115 comments
- 336 upvotes (likes)
- 382.25 dollars in sales over the following week.
- Led to a screenwriter reaching out.



"you'll understand when you're older"

i am older and i understand absolutely nothing



MEMES

PEOPLE, GENERALLY DON'T LIKE METH. OR REDNECKS. THEY ESPECIALLY DON'T LIKE THE COMBINATION OF THE TWO.

PEOPLE DO LIKE POSSUMS.

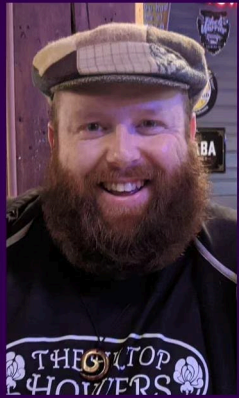
MY BOOKS HAVE A POSSUM.

THUS: I SHARE POSSUM MEMES.

- THEY MAKE ME HAPPY.
- THEY MAKE OTHERS HAPPY.
- THEY SOFTEN A 'HARSH' TOPIC.
- FOLKS LOVE TO SHARE MEMES.

A landscape photograph of rolling hills. In the foreground, there is a field of tall, green grass. A dirt path winds through the middle ground, leading towards a field of golden-brown crops. The background shows more rolling hills under a cloudy, overcast sky. The overall tone is somewhat somber due to the grey sky.

**REAL LIFE EXAMPLES:
IN PERSON**



Dragon Con 2023 Panel Appearances:

Friday 10-12:00: Book Signing
at Booth 3201/3203 in the
Vendor Hall

Friday 5:30: Dragons, Mermaids,
Minotaurs, Oh My! (Panelist)

Friday 7:00: Podcasting for
Authors (Moderator)

Saturday 10-12:00: Book
Signing at Booth 3201/3203 in
the Vendor Hall

Saturday 2:30: AI and ChatGPT,
The Impact on Content Creators
(Panelist)

Saturday 4:00: Postcards from
the Expedition Live Play
(Panelist)

Sunday 10-12:00: Book Signing
at Booth 3201/3203 in the
Vendor Hall

CONVENTION PANELIST – WORKSHOP PRESENTER

I do a ton of panels at nerdy conventions across the southeast.

- They humanize you.
- They give you credibility as an expert.
- Folks will ‘follow you home.’

Workshops are similar, except:

- They offer even more credibility.
- You get paid.





PASSIVE ADVERTISING

I DON'T KNOW IF THIS HAS GOTTEN ME MANY SALES OR READS. BUT I DO KNOW THAT THERE IS ZERO CHANCE OF ME REACHING FOLKS ON THE RIDE TO AND FROM WORK WITHOUT THIS.

I ALSO WILL PLACE STICKERS IN OTHER SPACES THAT ALLOW IT. THEY MAY NEVER GET NOTICED, BUT UNLESS I AM GOING TO STAND IN THAT PLACE FOREVER, I FIGURE THERE IS AT LEAST A TINY CHANCE TO GET NOTICED THAT I WOULDN'T HAVE OTHERWISE.

SUBTLE PROMOTION AT OTHER EVENTS

I do a lot of events that aren't book focused, usually through my non-profit. These are spaces where folks see I am bringing value to the community.

That doesn't mean that I can't have a book off to one side. It's not the focus, and I don't bring it up usually, as that's not the reason I am in these spaces. But if someone asks, I will tell them about my books.



GET WEIRD WITH IT!

I DRESSED UP AS HOWARD MARSH AND STOOD ON THE STREET CORNER IN DOWNTOWN MONTGOMERY, COMPLETE WITH SIGN AND STUFFED POSSUM.

- I GOT A GUN BRANDISHED AT ME.
- I HAD SEVERAL PEOPLE HONK.
- A FEW TOOK PICTURES.
- FOLKS TALKED ABOUT IT ON REDDIT.
- A MONTH LATER A GUY RAN UP TO ME AT AN EVENT AND TOLD ME HOW HE BOUGHT ALL MY BOOKS BECAUSE HE SAW ME.



STICKERS AND BUSINESS CARDS (SMALL FREE THINGS)



People like free stuff. Picking the right free stuff is hard.

Business cards are a can't miss.

- Put a QR code to your linktree on it.
- Do not put your email or phone number. You can always write it on the back if needed.

A lot of authors do bookmarks and stickers. In my opinion stickers are a better choice.

- Folks LOVE stickers.
- They will often put them in public places, like their water bottle.





**QUICK
RECAP**

TOP TAKE AWAYS AND TIPS!

- Bring value to the community.
- Be genuine.
- You need to be creative, not just in your writing, but also in your marketing.
- Blind luck will be a factor. You never know what will be the thing that kicks off or brings a great opportunity.



QUESTIONS?

THANK YOU

A copy of this presentation can be found on my website. You can also use the contact form there to ask me any questions about...well pretty much anything really.

www.talesbybob.com

