

Atlanta Self-Publishing Conference

Atlanta Writers Club
2101 Womack Road
Dunwoody, GA 30338
May 1st, 2023



To Whom It May Concern:

Without reservation, I recommend Bob McGough as a presenter and vendor for virtual or in-person events.

Bob was a presenter for the 2023 iteration of the Atlanta Self-Publishing Conference, for which I was the director. His session was about diversifying income streams for writers as they build their literary career. Bob exhibited key elements of professionalism that made my job coordinating the conference noticeably easier.

Prior to the conference, Bob promptly responded to emails, phone calls, and text messages meaning I didn't have to send out second or third communications about the same question or topic, saving valuable time and energy. He chose to participate in a voluntary pre-conference event where he taught attendees about generating supplemental revenue through merchandising. The video of "[3 Bankable Merch Options for Authors](#)" is available on the Atlanta Self-Publishing Conference YouTube channel.

On the day of the conference, Bob was exactly where he was scheduled to be at every juncture throughout the day. This took another load of stress off of my shoulders because he could be trusted to be at his given post without needing to be micromanaged. He presented his session to the delight of the audience members. He sold his merchandise at his given table and provided an open, friendly customer service experience to each customer. He enthusiastically and knowledgeably answered questions and provided guidance to attendees.

Bob was a pleasure to work with and I wouldn't hesitate to hire him again for future conferences.

Should you have any further questions about him or his performance, please feel free to reach out to me directly at (Redacted) or (Redacted@Redacted.org).

Thanks,



Tenesha L. Curtis, MSSW