

# Earning Beyond Royalties!

Bob McGough - [talesbybob.com](http://talesbybob.com)

# Who Am I?

- Started in 2012 with NaNoWriMo.
- Originally traditionally published.
- After some mentoring, began to seriously self publish in 2021.
- Author, podcaster, indie game designer, freelancer.
- Collects useless academic degrees.
- Loves puns.



Office Cats Parker and Olive.



# Why You Should Listen To Me:



Not Currently Paved, No Parking Lot

- Huge nerd, with a love of tracking stats.
- Have been building my brand over the better part of a decade.
- Has been to Paradise.
- Learn from my mistakes, so you don't have to make them!
- I'm a more realistic example.
- Huge emphasis on transparency.

You Are An Author!

Sell Books!

# Establish Your Turf!

- The goal needs to be to always get people onto your turf.
- Your turf is your email list, and your website.
- Social media is constantly changing, don't get burned!
- Websites cost, email lists don't.
- Always have a signup sheet, the time to start building your email list was 5 years ago.



# Build Over Time

## A Selection Of Projects

### The Jubal County Saga



Bob's main rural fantasy series, about the redneck wizard Howard Marsh, equal parts horror, hoodoo, and hard luck.

Buy the books in the [STORE](#), or learn more about the world [HERE](#).

### The Hilltop Howlers



A community organization dedicated to helping build up the art, music, and small business scene of the Montgomery Alabama Hilltop region, and surrounding areas.

Click [HERE](#) to learn more.

### Youtube Channel



Bob has a variety of YouTube content for your perusal, ranging from Books, Beards, Booze content to Booktube videos.

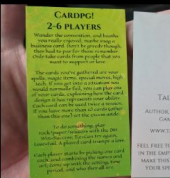
Click [HERE](#) to see.

### Interviews and Guest Spots



Bob gets around. Why not see him on other things, from interviews to guesting on podcasts.

### Game Design



Bob designs a ton of one sheet and simple RPGS. Most are horror, but there are also a number of adventure and silly games as well.

### Worldshaper Productions



Years ago Bob formed, with some friends, a small production group that made a series of short movies.

- This is not a race.
- Take your time, do it right, don't do it quick.
- Start in your comfort zone, then expand outwards.
- Think before you leap, to save redos.

## The Tales By Bob Podcast Network

### Books, Beards, Booze Podcast



Bob is one of the co-hosts of the Books, Beards, Booze Podcast, where they drink booze, talk books, and have beards!

Click [HERE](#) to listen, or get it wherever you listen to podcasts.

### Southern Fried Fantasy Podcast



A podcast where Bob interviews Southern authors who write genre fiction set in the South.

Click [HERE](#) to listen, or get it wherever you listen to podcasts.

### The Tales By Bob Podcast



For fans of the words, worlds, and weirdness of author and podcast Bob McDough. Featuring anecdotes, readings, and behind the scenes glimpses of what it takes to be Bob, and run the Tales by Bob Empire.

Click [HERE](#) to listen, or get it wherever you listen to podcasts.

### A Howl From The Hilltop Podcast



Brought to you by the Hilltop Howlers, each episode features people looking to make a difference in Montgomery Alabama, and seeks to highlight just what makes the Hilltop so special. Some episodes will feature music from local bands, others will showcase up and coming small businesses, while still more will focus on non-profits working affect real change.

# Knowing When To Fish Or Cut Bait

- It's often difficult to know when to stop investing time in an avenue.
- Weigh how integral this is to your brand long term.
- Weigh how much time it takes from task number one: writing.
- Be patient, success will not happen overnight.



An example where  
Bob cut bait.

# Most Of What Works For Me...

...Probably Won't Work For You!

- At least not without tweaking to some degree.
- This is my disclaimer, for the specifics I am going to hit you with.
- At least not without tweaking to some degree.
- This is meant more to show some universals, but also get you thinking.
- Use your expertise! Huge on Lovecraftian Horror? Make Lovecraftian Horror shirts for example.





# How Bob Makes Money

- Many streams can grow to become a larger river.
- I have 11 revenue streams, often multiple from one type of product for ease of scaling.
- The goal is for book sales to be number one, always.

Month/Year	Fiverr	A Merch	Redbubble	TeePublic	ABillate	DriveThru	Itch	Patreon	Books	In Person Sales	Podcasting	Monthly Total	Days/Month	Appearance Fees
1/2021	0.00	9.78	0.00	6.75	7.88	2.93	3.00	9.52	91.15	0.00	(29.50)	101.51	31	3.27
2/2021	0.00	21.13	0.00	8.00	11.99	1.63	1.00	9.52	82.09	325.00	(29.50)	430.86	28	15.39
3/2021	0.00	36.04	0.00	22.50	8.65	0.98	3.00	11.10	1,254.84	0.00	(29.50)	1,307.61	31	42.18
4/2021	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30	0.00
5/2021	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	31	0.00
6/2021	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30	0.00
7/2021	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	31	0.00
8/2021	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	31	0.00
9/2021	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30	0.00
10/2021	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	31	0.00
11/2021	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30	0.00
12/2021	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	31	0.00
	0.00	66.95	0.00	37.25	20.52	5.54	7.00	30.14	1,420.08	325.00	(88.50)		1,839.98	5.07

	2020	2021	2022	2023
January		\$96.10	\$528.56	101.51
February		\$101.07	\$161.84	430.86
March		\$106.02	\$126.20	1307.61
April		\$110.54	\$94.37	
May		\$82.09	\$90.64	
June		\$55.16	\$95.31	
July		\$62.69	\$93.64	
August	\$54.61	\$188.32	\$523.64	
September	\$139.26	\$100.39	\$214.60	
October	\$104.62	\$58.75	\$199.88	
November	\$102.96	\$214.66	\$182.91	
December	\$99.69	\$156.12	\$202.74	
Monthly average:	\$100.23	\$110.99	\$209.53	\$613.33
Minus launch month average:		\$92.89	\$146.21	266.185

# How Bob Makes Money - Freelancing

upwork

fiverr.

- Was important early on, as I built out other streams.
- Taught me skills, and meeting deadlines.
- I used Fiverr.
- Takes time to build up, which in turn takes time away from writing your own works.
- Way to build the war chest.
- You have interests outside writing - everything needs words!

# How Bob Makes Money - POD Shirts

- Stick to what you know.
- Use existing assets as much as possible to save on costs.
- Learn graphic design, as some designs will never sell.
- Products like Affinity > Adobe due to no recurring costs. Buy once, cry once.
- I use: Amazon Merch, Redbubble, TeePublic.



Germans love me. So I guess I'm the wurst!

# How Bob Makes Money - Shirts Continued Part 1

## **Option One: Make, Sell, Ship Them Yourself.**

In this method you either buy a screen press and learn the process of making shirts yourself, or you contract out with a local screen printer. You order them in bulk, in a variety of colors and sizes, then list them on your website (or a site like etsy). When orders come in, you handle shipping them out.

**Pros:** You will have an inventory on hand to take to conventions. This is the most lucrative path, as you can get the shirts made very cheaply, and most if not all the profits go to you.

**Cons:** Very time consuming. Requires a number of upfront costs. You have to keep an inventory on hand. Very likely all marketing will be on you. Hard to diversify products, like offering mugs, popsockets, etc.

# How Bob Makes Money - Shirts Continued Part 2

## Option Two: Dropship Through A Platform Like Shopify

Here, you build a site using a platform like Shopify, or integrate it into your own site. You then connect to a dropshipping company like Printful. They handle the shipping, Shopify handles the sales and ordering, and you have control over the front end.

**Pros:** You have more control than dropshipping through another company. You have more control over the pricing. You pay less per item sold. All products on a site will be yours, you have less competition. Easy to diversify products. You can sometimes sell through other sites.

**Cons:** You have to draw people to your site. If you aren't niche enough you can get lost in the mix. You often have to pay monthly fees to companies like Shopify. Which if you are selling thousands a month isn't noticeable. But if you are only selling a few items, that can quickly eat up all your profits.

# How Bob Makes Money - Shirts Continued Part 3

## Option Three: Dropship Through A Company Like TeePublic

There are a large number of print on demand companies online that will handle every aspect of selling a shirt from printing, to selling, to shipping. You simply upload your design and they handle the rest, then cut you a check each month or quarter.

**Pros:** The easiest of the three choices, and potentially the least time consuming. There are zero upfront costs, beyond getting the design made. You are on sites where people come to shop for just these items. Fairly easy to embed links on your own site. Often easy to diversify products.

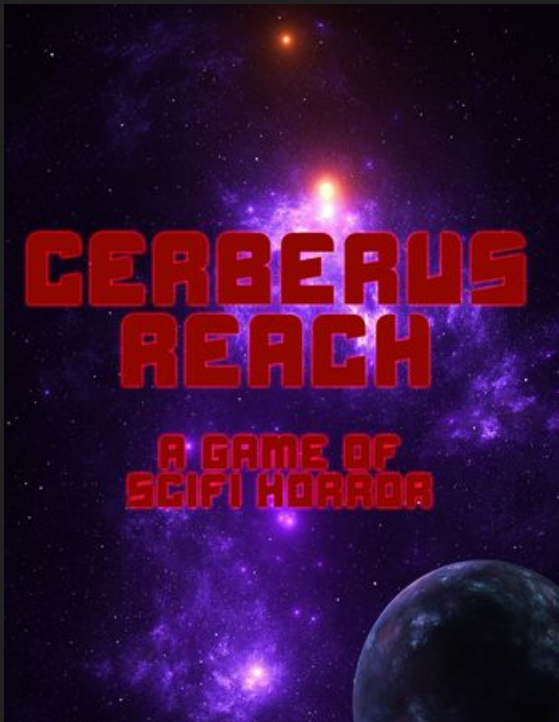
**Cons:** You will make less per shirt. These sites are often crowded, so it can be hard to get noticed.



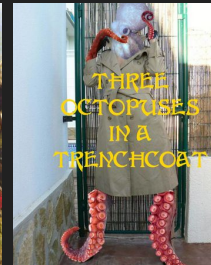
“This is boring,  
move it along.”

- The Office Cats

# How Bob Makes Money - One Sheet RPGs

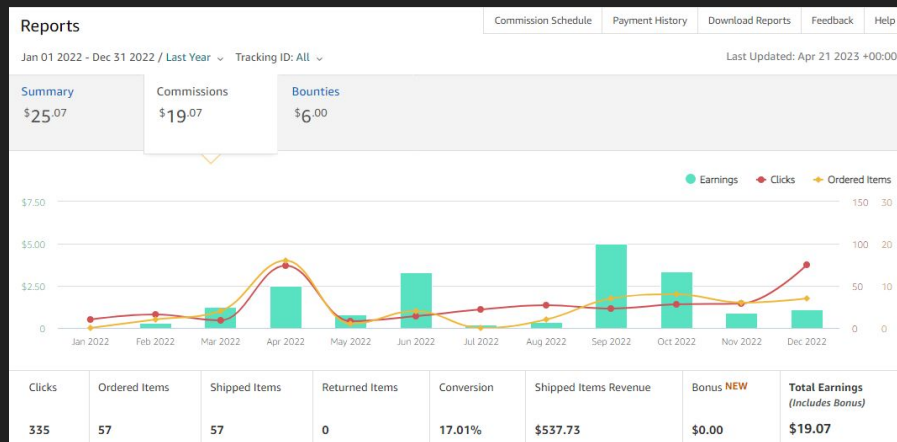


- Again, huge nerd.
- Deeply embedded in the RPG space.
- One sheet rpgs are quick and easy to create for me, as game design is something I have experience with.
- Virtually no cost to produce beyond time, as I make my own covers.
- The space has somewhat low expectations in design aesthetic.
- Bundles sell well.

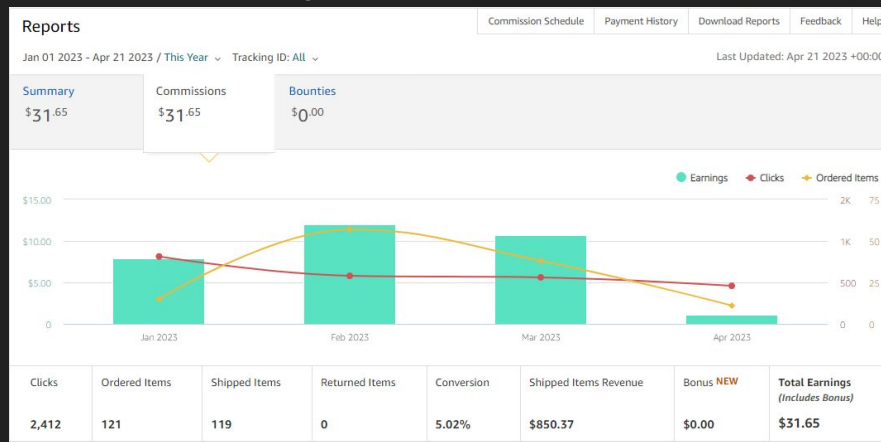


# How Bob Makes Money - Affiliate Links

- Started this as part of the Books, Beards, Booze Podcast.
- Recently started focusing effort on my List Project, which has begun to pay off in noticeable ways.
- I use Amazon Associates. Be careful, and read/obey the fine print.



2022



2023



# How Bob Makes Money - Fees

- Beyond the monetary benefit, they stoke the ego.
- Virtually no cost to self, beyond time preparing.
- It takes time, and building connections to get to the point that you can do this.

Grand Reopening and Events 3:00 pm

## GUESTS & ENTERTAINMENT



**Refuge Martial Arts, Ozark**  
Refuge Martial Arts is a Christian based organization that has a passion for improving the mind, body and spirit of students of all ages. They teach Taekwondo, Self-defense, Jiu-Jitsu and healthy lifestyle choices.



**Patti Rutland Jazz**  
The philosophy of Patti Rutland Jazz is to offer a positive and exciting learning environment where students can have fun, be creative, and experience the arts. We are a family owned and operated establishment.



**Tales by Bob**  
Author, Podcaster, and Convention Speaker Bob McGough, purveyor of horror, fantasy, and steampunk books, designer of cool mythos shirts, and total rpg nerd. Bob McGough has spoken at conventions from Fanaticon in Dothan to DragonCon in Atlanta.

## THANK YOU TO

*Tupper Lightfoot Memorial Library and Staff*  
*City of Brundidge*  
*Brundidge Business Association*

*Troy Bank & Trust*  
*Big Brick Market Place*  
*Friends of the Tupper Lightfoot Memorial Library*  
*And many, many more!*

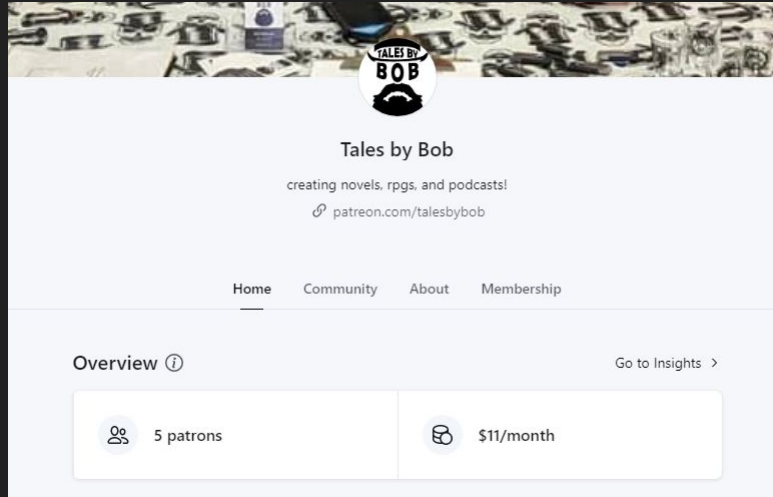
*The News Stations*  
*Local Businesses*  
*Our Volunteers*

Remember, You're A Big Fish To Someone,  
If Their Bar Is Low Enough!

Did someone  
say fish?



# How Bob Makes Money - Patreon



- Synergy with podcasting.
- Frequently uses assets you already have lying around.
- Book cover reveals, sneak peaks of chapters, world building, etc cost you no extra and can generate this essentially passive income.

# How Bob Makes Money - Book Sales, In Person/Online 10-11

- Get to unusual places in the physical.
- Bring value to the online spaces you are in.
- Being the odd man out can really work in your favor.



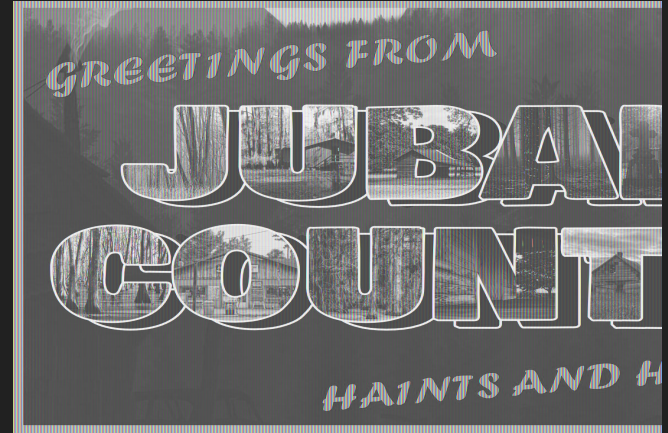
Book Launch Event In An Area Coffee Shop/Bar

# How Bob Makes Money - Postcards, Stickers, etc



Remember me?

- Often can already use assets you have lying around.
- Having a small something for sale reaches a totally different demo.
- Easy and cheap to mail.
- Cheap enough you can bundle or give away.
- Wait for sales to get these made.



# Chat GPT - AI

- “Chat GPT is not going to take your job. Someone better at using Chat GPT than you will take your job.” - Scott Galloway
- Be careful, the space is very heated.
- Long term will likely bring down costs.
- Don't worry, there is nothing you can do.



“Cat  
GPT?”



# The Sanderson Kickstarter

- Sanderson has been treating writing like a company vs solo effort for a long time.
- Big fans want multiple product types, and more high end products.
- They are a fraction, but preparing for them can work out nicely.





# Define Success For Yourself - Set Goals

Goal	Current	Goal	Current
<u>Shorter Term</u>		<u>Longer Term</u>	
Get 100 reviews on a book	Bringing Home The Rain	Sell 10,000 books	
Do six panels at Dragon Con	1	Sell 50,000 books	
Sell 1,000 Books	1,000	Sell 100,000 books	
100,000 KENP	100,000	Trad Publish	
Have a 1k book launch	905.21	Make 10k in a year	
Have a 1k month in a non-launch	161.84	Make 50k in a year	
Sell 5,000 Books	1,804	Twitter, Insta, Facebook over 5k follows each	
Twitter over 500 likes	409	1,000 Reviews on a book	
Instagram over 500 likes	500	Over 100 reviews each on at least 10 books	
Facebook over 1000 follows	692	Get an agent	
250 subscribers to my newsletter	232	Write a script and shop it around	
Patreon to 4	4	1,000 subscribers to my newsletter	
		5,000 subscribers to my newsletter	
		Patreon covers my expenses	

# Support Each Other, Always

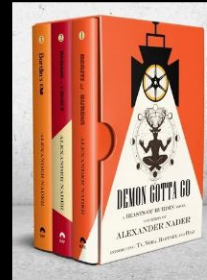
- No matter how quickly you write, you cannot write enough books to supply all demand.
- A rising tide lifts all boats.

## Bob's Author Friends



Ben Meeks

Did someone say were-otter from the north Gerogia Mountains? No? Well they should have. Because that's exactly what Ben is whipping up. We share booths all the time, and is the first author



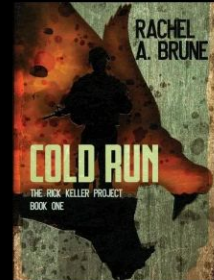
Alexander Nader

The author behind the Beasts of Burdin series, about a hard drinking, demon fighting Investigator in the mountains of Tennessee. Alex and I found each other on Facebook, and as soon



John Hartness

Hartness writes the Bubba the Monster Hunter series (among many others). It's exactly as redneck and awesome as it sounds. As much as anyone has been a mentor to me, its been



Rachel Brune

Werewolf fiction so good that even me, who hates werewolf fiction loved it. The head of Crone Girls Press, we always have fun hanging at cons.



Questions? Hatemail?

[www.talesybob.com](http://www.talesybob.com)



"I'm just confused."