# THE JUBAL COUNTY SAGA PITCH DECK

## **BOB MCGOUGH**

## THE JUBAL COUNTY SAGA

The Jubal County Saga is the overarching name for all works set within an alternate version of Southern Alabama, one filled with a mostly secret world of magic and witchcraft. Created by author Bob McGough, it started as a book series, but the intention is for it over time to meet people wherever they ingest content.

Jubal County is a fictional county set just south of Montgomery County Alabama, and is loosely based on Crenshaw County, the place where Bob was born and raised. It is a very poor, very rural county.

Within the secret magical world, there are a number of families that work to try and control the supernatural landscape. The Marsh clan, headed by 'Granny' is the most prominent within this county.

There also exists a shadowy government agency, the CCC, which works to keep the supernatural world hidden from public knowledge.

#### Themes

**Place As Character** - People who engage with Jubal County content should walk away feeling as though the location was almost as important and flavorful as the main characters. Folks who have ever lived in or spent significant time in rural areas should be able to identify with what they are reading/seeing.

**Rural Over Urban** - Urban settings can absolutely be shown, but those spaces tend to get more love already. The focus should primarily be on rural spaces and life in the backwoods.

**Southern, But Not Cliché** - The goal is to portray what life is really like in the South, without straying into cliché. Not everyone is some illiterate, racist hick who speaks molasses slow. All People Have Worth - Howard Marsh, the protagonist of the main bit of Jubal County media is a meth addict. That series showcases that while yes, he does bad things on occasion, he is not a bad person. That though most of society has written him off, he still brings value to the community. Spotlighting people who have 'fallen through the cracks' is a common theme.

**Folk Magic** - Magic is never firmly described. It's more 'soft magic' than 'hard magic' to use the Sanderson laws, and is heavily influenced by concepts of folk magic. Spell Jars, as used in Hoodoo are a common form of magic for example.

**Facing Real Issues** - Not shying away from issues such as racism and poverty, to further show what Southern life really like.

#### Long Term Planning

Big picture, the intention is that the Jubal County Saga will have media across all avenues of content. Books, film, music, podcasts, art, etc.

Bob is but one person however, and one with a primary skill set that centers on writing and organization (his day job is as a technical writer and business analyst in state government). So collaborations will play an essential role in growing this intellectual property.

The initial focus is on getting the first horror trilogy set the world of Jubal County published, as well as the first short story anthology involving other authors. There are also plans for a podcast and several small ttrpgs. All these are items Bob is handling himself, either penning or organizing.

Specific details follow on the next pages.

## **URBAN FANTASY**

The bulk of what currently exists for the Jubal County Saga would be considered Urban Fantasy in nature.

#### The Redemption of Howard Marsh

The primary series of the Jubal County Saga, it centers on Howard Marsh. The grandson of the most powerful magic user in the county (Granny), he has never been properly taught how to use his magic.

Where the series starts he is homeless, jobless, and addicted to meth. His life is at rock bottom, and he is mostly content to just be left alone.

The arc of the series however is a redemption story. By the time the series reaches its conclusion he will have kicked his drug addiction, repaired his connections with his family, and learned how to properly perform magic.

In each book he gets involved in two stand alone occult mysteries, with typically very low stakes. He solves them, usually poorly, and frequently getting denied the reward he has been promised.

The tone is generally lightly comedic, while having dark moments throughout. There are scenes of horror, and it is made very clear just how much drugs have destroyed his life.

#### **Southern Saudade**

This collection of short stories and novellas isn't pure urban fantasy. While it contains a number of horror staples, like vampires and ghosts, tonally the feel isn't horror, it's melancholy. Saudade is a Portuguese word that roughly means 'a longing for a place you can never return to.' This collection is unified by a theme of romance that has failed, usually due to the influence of some supernatural force.

While Howard Marsh makes an appearance in one small bit within the collection, it otherwise features all new characters. They often take place in locations outside Jubal County, like Birmingham Alabama.

The primary tale within the collection is set in Jubal County however, though it is set in the 1980s.

#### Long Term Planning

These are projects in various stages of development:

**Audiobooks** - Two of the six books in the Redemption series have been recorded. The next four are contracted to be recorded over the next year or so.

**Series Pilot Script** - a screenwriter is currently shopping around a script of a pilot for a series based on The Redemption of Howard Marsh.

**Jubal County Anthology** - Bob is in the early planning stages for an ongoing invitation only short story anthology series. As currently planned, each book will feature short fiction from ten authors, and will all be set in the world of Jubal County.

**Podcast** - Bob is planning a 'read-along podcast' where he and a frequent co-host of his reread the entire series and record the host asking Bob questions about the behind the scenes of writing these books.

**TTRPG** - The first tabletop roleplaying game set in Jubal County (the CCC) is out, and Bob has several more planned through his micropress Bearded Bard Inkworks.



While most of what is extant for the Jubal County Saga is Urban Fantasy, the next major thrust will be Horror.

Most of the horror works are connected by a secret cult/conspiracy that is operating in the background of the deep south. It is very lovecraftian in nature. In some series the connection is very blatant, in others it will be far more subtle.

As time passes, elements of these works and the Urban Fantasy side will become more intertwined and interconnected.

#### **The Crimson Horror Trilogy**

This trilogy is set in Tuscaloosa County Alabama and is centered on a game warden druid named Grant Richmond. Over the course of the books he gets drug ever deeper into a conspiracy that blends together eldritch horror, cryptids, and Alabama football.

All three books in the trilogy should be coming out in 2025.

#### **Capital of Nightmares**

This standalone horror novel will be published by Falstaff Books, a press from North Carolina. It technically takes place in the world of Jubal County, but in an alternate version. The book is essentially a *'what if* where a catastrophe occurs that could have been prevented, if someone like Howard Marsh or Grant Richmond had been involved to try and stop it.

The book itself is a horror thriller that revolves around creatures of eldritch horror invading and destroying Montgomery Alabama. It follows a couple trying to escape it in half the chapters, while the other half show five years after the event, when a team enters the city to try and investigate the origin.

#### Long Term Planning

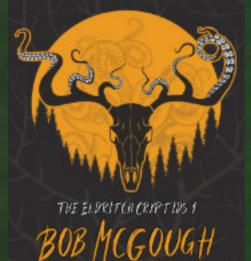
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**Jubal County Horror Anthology** - This is an anthology that will feature works by Bob exclusively. Already mostly written it requires edits and then will be ready for publication.

**TTRPGs** - There are games under development by Bob that will be coming out in the next few years.

**Other Novels/Novellas** - Bob has a number of standalone and interweaving novels and novellas that are horror in nature. They range from a 'creature feature' that is a mix of Deliverance and Jaws, to works that are far more traditionally folk horror.

> THE ALABAMA ABOMINATION



## COLLABORATION/MARKETING

#### Collaboration

The goal is to start working on serious collaborations with fellow creatives. As the Jubal County Saga is not yet an incredibly well known IP, the goal is to establish collaborations where money does not have to exchange hands. The intention for these collaborations is that the collaborator is creating a product that they are able to monitize in some way. For example, if someone writes and records a Jubal County murder ballad, they would be the one uploading it to their bandcamp/etc and Bob would be heavily cross-promoting it on his website and marketing. Helping grow both brands at the same time.

The goal is to get the Jubal County IP to the point that any content related to it becomes decently monetize-able.

Here are areas where Bob is looking to collaborate:

**Film** - Want to write a script, or make a movie? Bob is open to it.

**Comics** - The Jubal County Saga will eventually have at minimum a graphic novel.

**Fiction** - You can reach out if you are wanting to write in this world.

**Games** - Have a tabletop/video game idea and the ability to create it? Reach out.

**Podcasts** - Bob is open to help create audio dramas or other types of podcasts.

**Art** - If you want to create art such as paintings, let Bob know so he can be promoting it.

**Music** - Have a song based on the Jubal County Saga in mind? Reach out.

#### **Current Marketing**

Here are the ways the Jubal County Saga is currently marketed:

**Social Media** - Bob is active on Facebook, Instagram, Threads, BlueSky, Reddit. The first three get a minimum of one visual post a day. Reddit is usually his most successful marketing platform of the social medias.

**Discord** - Bob has created a shared discord channel with four other southern Urban Fantasy and Horror authors. This group attracts actively engaged authors and readers.

**Patreon** - Bob has a Patreon account where he posts bonus content for the Jubal County Saga, such as the Marsh Dispatches, a series of essays written from the perspective of Howard <u>Marsh</u>.

In Person Events - Bob gets out to usually a couple of dozen events a year. These range from small library events to Dragon Con, a 70k plus attended nerd convention. He is usually selling books at them, as well as paneling and moderating as much as possible to help increase brand awareness. These events take place across the south east, in five different states so far. Hundreds of books have been sold at these events, and scores of fans

**Workshops and Education** - Bob teaches a number of workshops around the craft and business of being a creative. He also provides a wide variety of free educational resources on his website.

**Online Marketing** - Bob does not do any paid marketing, such as paying for ads on Facebook. The mid-term plan is to start experimenting with Facebook ads.