



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

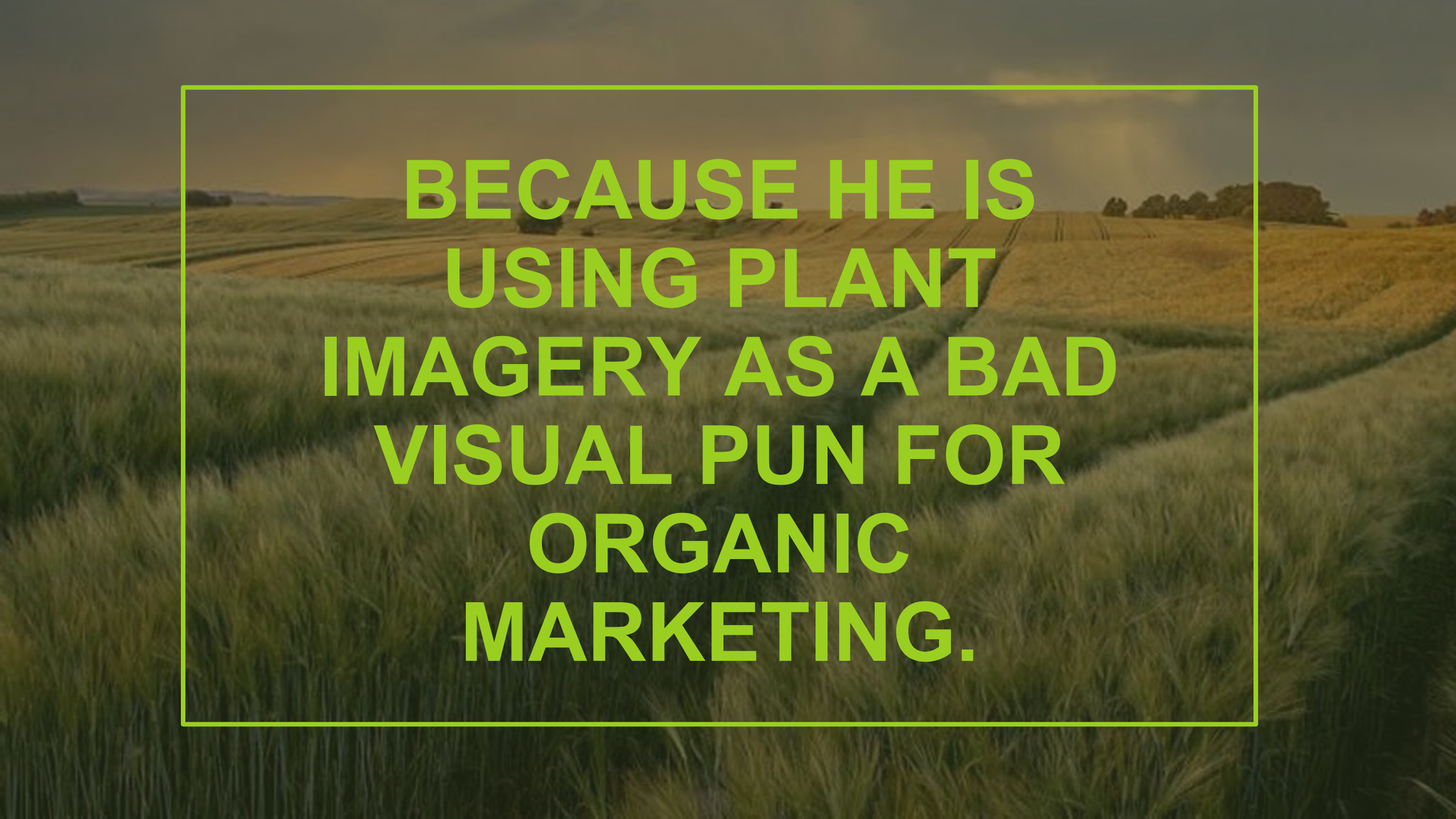
Topic four: Quick Recap

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 dramatic landscape photograph featuring a vast, golden-brown field under a heavy, dark, and stormy sky. In the foreground, there is a dense field of tall, green grass. A winding path or stream cuts through the middle ground. The overall mood is somber and intense, with a sense of an approaching storm.

**WHY SHOULD I LISTEN
TO BOB?**

The background image shows a vast, open landscape with rolling hills and fields. The foreground is filled with tall, green grass. In the middle ground, there are patches of golden-brown fields, possibly harvested crops. The horizon is visible in the distance under a sky with soft, grey clouds. A bright yellow rectangular border frames the central text.

**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.



REAL LIFE EXAMPLES: ONLINE



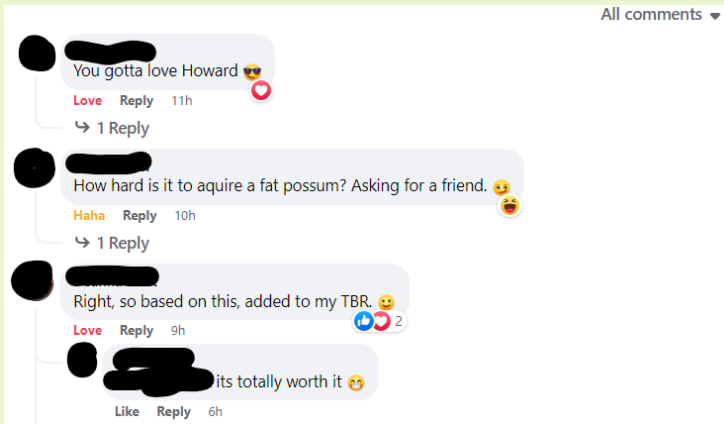
Atlanta Comic Con Was Rad!

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 750ish 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.





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)



Great Urban Fantasy Books That...

...Have A Necromancer Protagonist



- Misty Evans - The Accidental Reaper Series - <https://amzn.to/3jmZrT8>
- 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/3FPivRT>
- 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/3higplk>
- Rin Chupeco - The Bone Witch - <https://amzn.to/3PlcNWt>


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/3jigsLq>
- Rachel Renner - Gilded Blood - <https://amzn.to/3BVUVkZ>
- David Bussell, M.V. Scott - Uncanny Ink - <https://amzn.to/3POPALQ>
- Suzanne Wright - The Dark In You - <https://amzn.to/3FScTm>



  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.



"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.

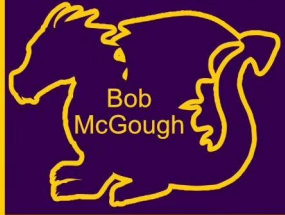
MY BOOKS HAVE A POSSUM.

THUS: I SHARE POSSUM MEMES.

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



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.

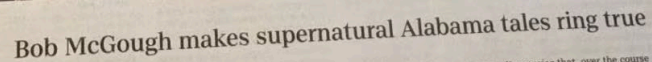


GET WEIRD WITH IT!

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

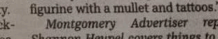
- I GOT A GUN BRANDISHED AT ME.
- I HAD SEVERAL PEOPLE HONK.
- A FEW TOOK PICTURES.
- FOLKS TALKED ABOUT IT ON REDDIT.
- A MONTH LATER A GUY RAN UP TO ME AT AN EVENT AND TOLD ME HOW HE BOUGHT ALL MY BOOKS BECAUSE HE SAW ME.





It May Just Get You Noticed!

- I had been trying to get in the paper, but no one nibbled.
- I started 'marshing' and then I was able to get in.
- Just ask



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.



They might even put a sticker on something at a gas station

I work at a gas station. Someone stuck one of your “read redneck meth wizard books” on one of our windshield valets (I didn’t scrape it off, it’s still there) and I was intrigued and now I can’t put Howard Marsh down, I just finished book 2

Reply Hide

They were in South Carolina, where I hadn’t ever done an event.



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.
- Just ask.



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

