



We Sold Our Souls

A Novel

Grady Hendrix | 9781683690122 | HC | 9/18/2018 | IN | \$24.99 \$29.99 | Quirk Books; Quirk Books



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ON SALE 9/18/2018

Announced 1st Print: 75,000

QUIRK BOOKS

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BISAC 1: Fiction - Horror

BISAC 2: Fiction - Occult & Supernatural

BISAC 3: Fiction - Thrillers - Supernatural

Page Count: 336 **Trim Size:** 6 x 9

Carton Count: 12

Setting: The action starts in rural Pennsylvania and heads west to Vegas

Publicity and Marketing

- 5 city author tour (cities TBD)
- National Print Publicity Campaign
- Comic Con appearances and giveaways: San Diego Comic Con, New York Comic Con, Emerald City Comic Con, C2E2
- Online Media Campaign (outreach to websites, blogs, podcasts, and bookstagrammers)
- Trade Advertising
- Early Reads Campaign
- Online Advertising
- Goodreads giveaways
- Inclusion in Quirk's consumer, bookseller, and librarian newsletters.
- Promotion on QuirkBooks.com

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Grady Hendrix

TARGET CONSUMER:

- Men and women 18 & up who like mash-ups and horror.
- Readers of Grady's previous books - a lot of women!

Faust meets rock/heavy metal in this new novel of supernatural horror (and pop culture) by the author of HORRORSTOR, MY BEST FRIEND'S EXORCISM, and PAPERBACKS FROM HELL.

In the 1990s, heavy metal band Dürt Würk was poised for breakout success -- but then lead singer Terry Hunt embarked on a solo career and rocketed to stardom as Koffin, leaving his fellow bandmates to rot in rural Pennsylvania.

Two decades later, former guitarist Kris Pulaski works as the night manager of a Best Western - she's tired, broke, and unhappy. Everything changes when she discovers a shocking secret from her heavy metal past: Turns out that Terry's meteoric rise to success may have come at the price of Kris's very soul.

This revelation prompts Kris to hit the road, reunite with the rest of her bandmates, and confront the man who ruined her life. It's a journey that will take her from the Pennsylvania rust belt to a Satanic rehab center and finally to a Las Vegas music festival that's darker than any Mordor Tolkien could imagine. A furious power ballad about never giving up, even in the face of overwhelming odds, *We Sold Our Souls* is an epic journey into the heart of a conspiracy-crazed, paranoid country that seems to have lost its very soul...where only a girl with a guitar can save us all.

- Like *Horrorstor* and *My Best Friend's Exorcism*, *We Sold Our Souls* blends horror and pop culture (in this case, the world of rock/metal) into an entertaining and often terrifying story.
- The success of (nonfiction) *Paperbacks From Hell* has broadened Grady's platform. He's received rave reviews from genre insiders and we'll be hitting them up for blurbs.

Author Bio: Grady Hendrix has been called a "national treasure" by The Wall Street Journal in their review of *MY BEST FRIEND'S EXORCISM* (Quirk, 2015). His other works include *HORRORSTOR*, one of NPR's Best Books of 2014, and currently in development for television at Lifetime. He is also the author of the nonfiction book *PAPERBACKS FROM HELL* (Quirk, 2017). He lives in New York City.

Residence: New York City **Hometown:** Charleston SC

Author Site: <http://www.gradyhendrix.com> **Social:** Twitter: @gradyhendrix



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