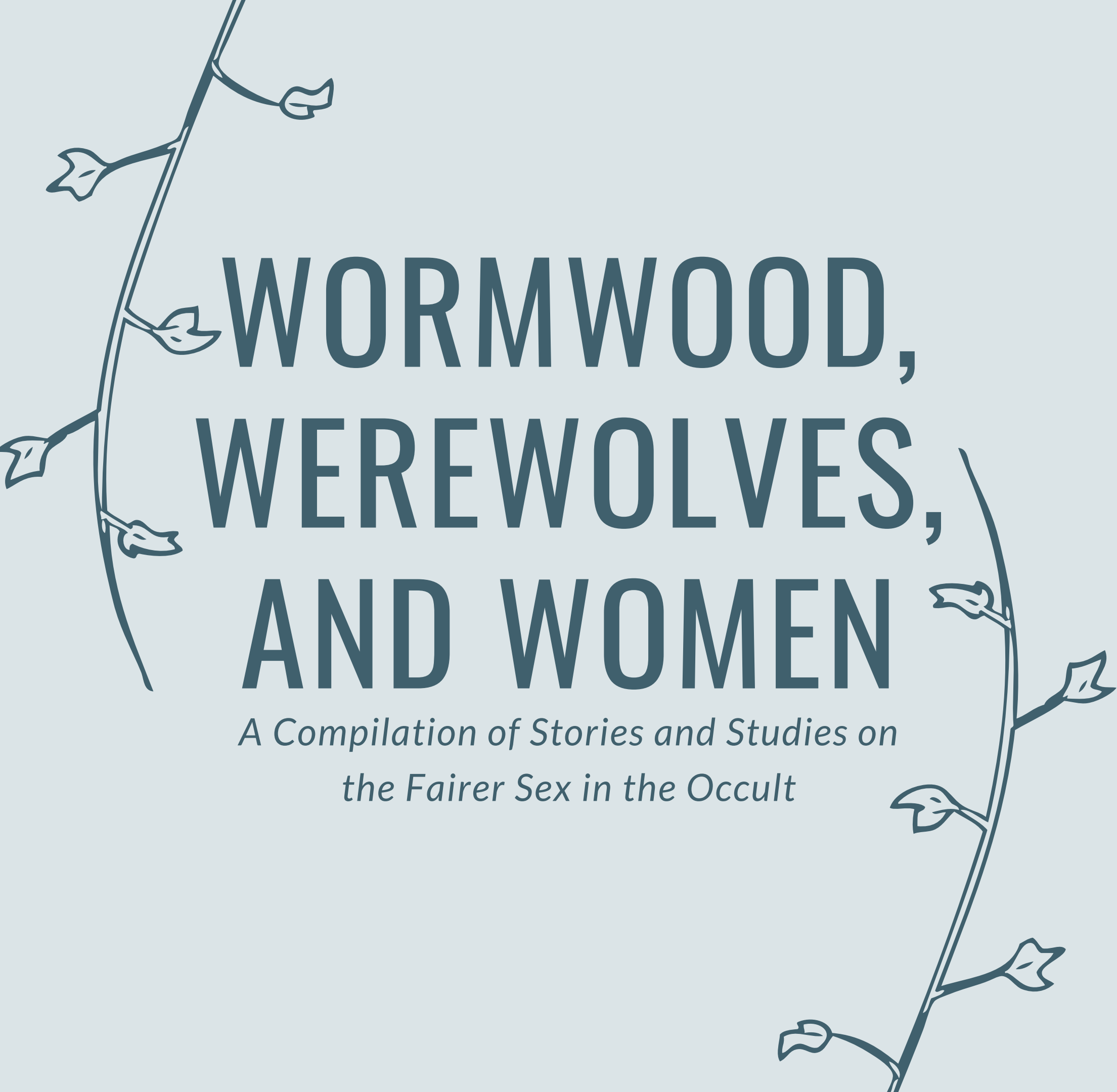


WORMWOOD,  
WEREWOLVES,  
AND WOMEN

A COMPILATION OF STORIES AND  
STUDIES ON THE FAIRER SEX IN THE  
OCCULT

CYRIL HENRY



WORMWOOD,  
WEREWOLVES,  
AND WOMEN

*A Compilation of Stories and Studies on  
the Fairer Sex in the Occult*

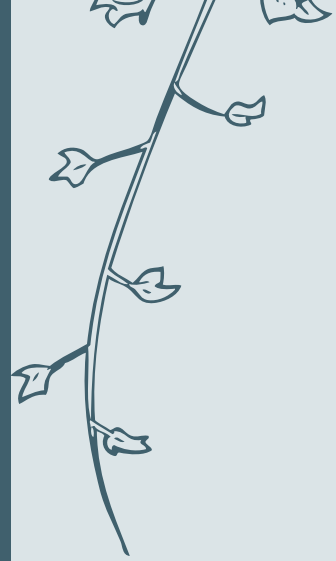
# CYRIL HENRY

Cyril Henry has been fascinated by the mystery of the paranormal since he did his first magic trick. Before receiving his BA in history from Stanford and his Ph.D. in mythological studies from Pacifica, Cyril spent a lot of his time reading mythology and paranormal books and watching movies. His world-renowned A-Z occult studies series emphasizes magic and paranormal beings in history and literature. When he isn't writing, he teaches occult studies at Harvard and gives seminars around the world. To learn more about Cyril and his work, check out his website [www.cyrilhenry.com](http://www.cyrilhenry.com).



**CLICK ME FOR A  
PRESSKIT!**





# Marketing Research

*Who is reading?*

Males and females (for this particular novel, females) with college level learning between the ages of 25-40 with an interest in the paranormal and occult. They are probably scholarly.

*Where are they buying?*

From online retailers, psychic/mystery shops, or book expos/conventions involving paranormal literature and research

*Will people read this even if it's part of a series?*

The books can all be read independently since they read more like a book on general information and less like a story. There is no correct order and is based on interest.



# Social Media Pitches



- The Guardian
- Occult Confessions
- BookRiot



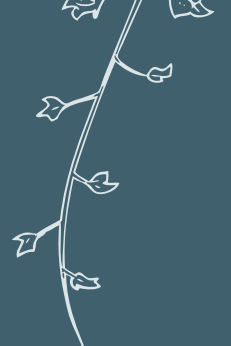
# THE GUARDIAN

- Journalist: Terry Eagleton
- Type of coverage: Expert comment, review, or interview
- Possible title (based on his other titles): "*Wormwood, Werewolves, and Women* by Cyril Henry - *The Encyclopædia of the Paranormal*"
- Why?: Paranormal/Religious coverage

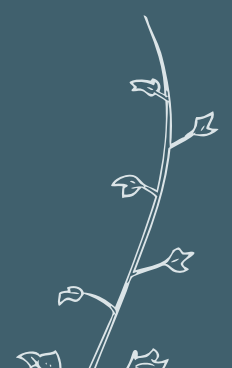


## OCGULT CONFESSIONS

- Type of media: Podcast
- Type of coverage: Expert comment/talk
- Why?: Occult coverage based around the history of the occult, which Cyril is a professional in and could discuss in conversation with the hosts



# BOOKRIOT



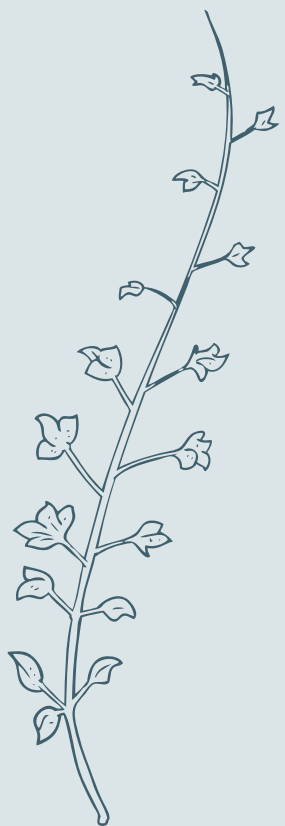
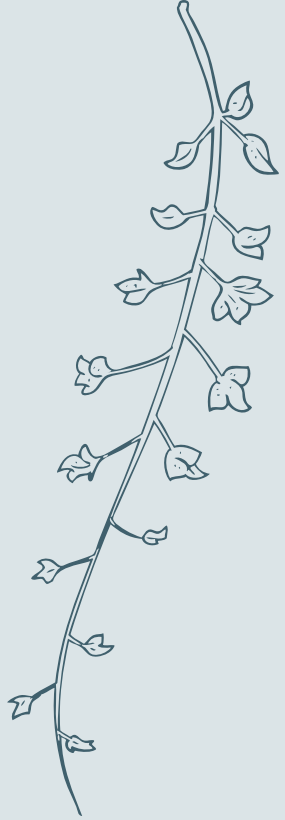
- Journalist: S. Zainab Williams
- Type of coverage: Review
- Why?: Book review from someone who loves fiction and magic and will be viewed by a wide audience



# OCCULT HUMANITIES CONFERENCE 2020

- Type of event: Panel/discussion
- A gathering of people with an interest in the occult as well as the history of it. This 3 day conference is full of intellectual people that would love to hear Cyril's expert opinion and discuss the occult with him.

EVENT



- Facebook, Instagram, and Twitter
- @CyrilHenryBooks
- Posts academic experiences, bits from his books, events, and Harvard
- [www.cyrilhenrybooks.com](http://www.cyrilhenrybooks.com)

# SOCIAL MEDIA QUICK FACTS



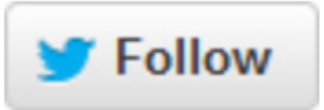


# TWITTER



**Cyril Henry**

@CyrilHenryBooks

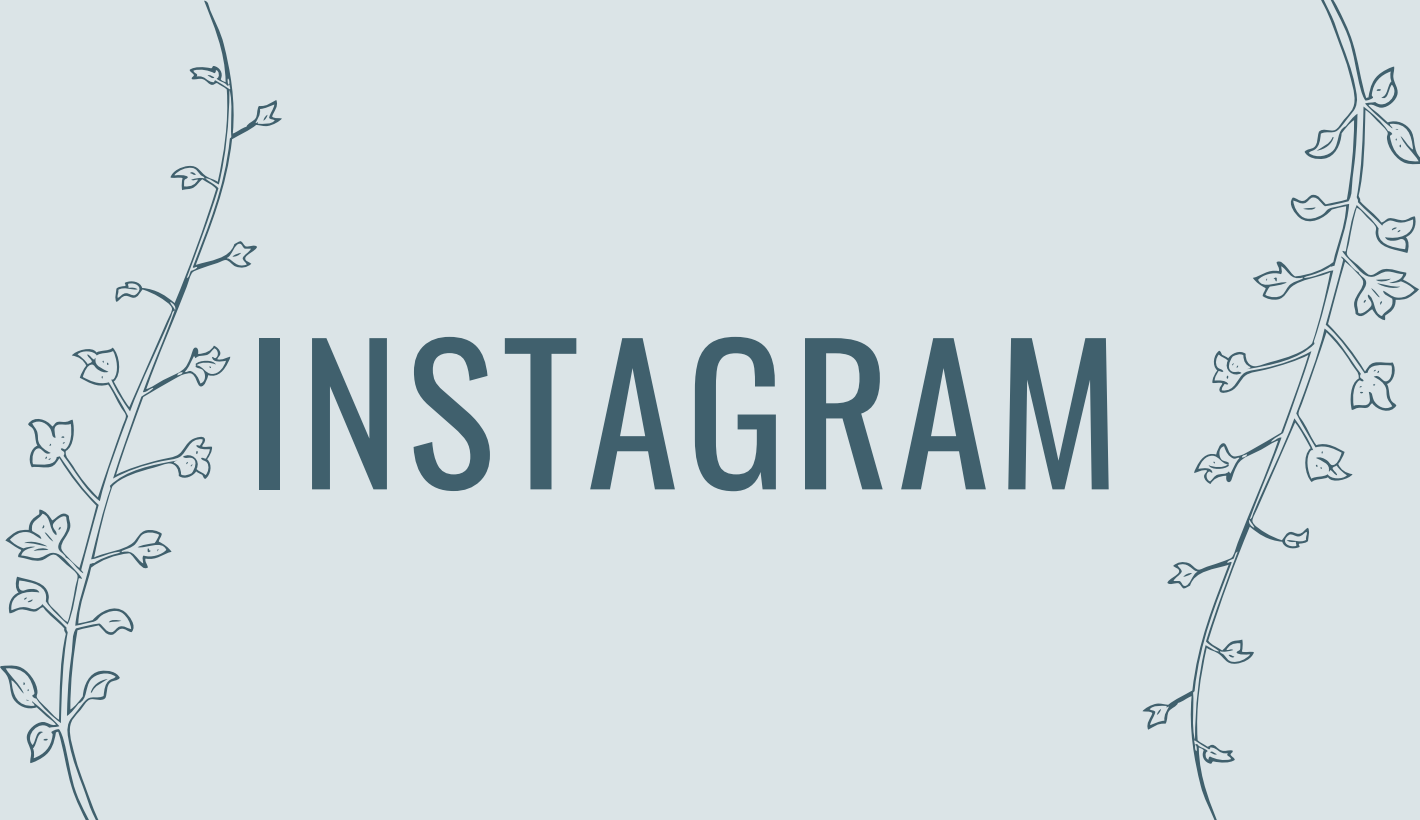


What is wormwood? In many cases, wormwood is used for medicinal purposes usually in regards to stomach issues (causing them, mainly). Learn more about herbs and myths in [#WormwoodWerewolvesandWomen!](#) [#WritingCommunity](#)

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

8:14 AM - 24 Nov 19 · ...





# INSTAGRAM



cyrilhenrybooks · Following



Liked by caroline.vaught and 270 others  
**cyrilhenrybooks** Nothing says fall quite like the feeling of cold Harvard air. So blessed to be able to teach my passion here and enjoy doing research in such a gifted community.

**#Harvard #Nature #Fall**

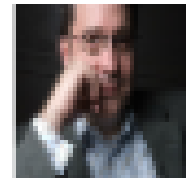
View all 6 comments



Add a comment...

6 August

# FACEBOOK



Cyril Henry

Yesterday at 2:55pm · 🌐

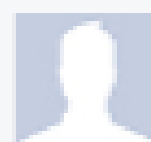
Yesterday, I was honored to be a part of the Occult Humanities Conference. I hosted a panel called Occult in Religion and Books, Writing, and Film.

Thank you everyone that came out to listen to me and all the other panelists rambling about history. I had a blast talking about the history of religion and the occult in media and I hope that I will be able to attend next year!

Like · Comment · Share

👍 89 people link this.

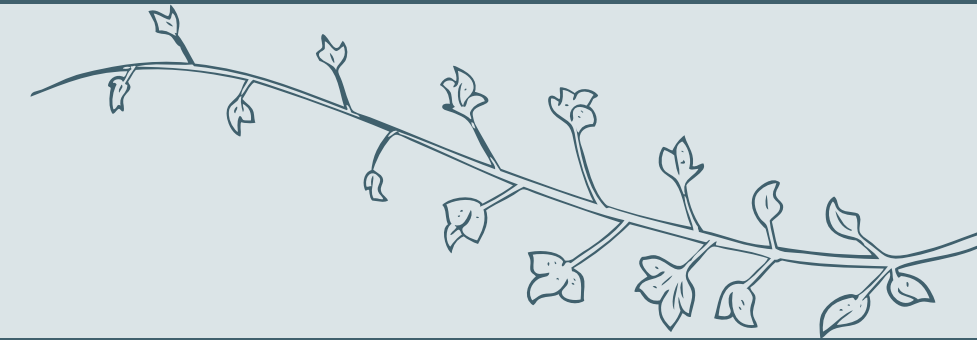
↪️ 1 share



Write a comment ...



# Overview Goals



- **STATS**

Increase following, maintain activity on all social media (with a focus on Facebook and Twitter)

- **SALES**

Increase sales for not only this book, but all previous books - increase following from academic to leisure readers as well

- **EVENTS**

Book signings, conferences, occult/paranormal specific places and venues

- **COVERAGE**

Obtain reviews, expert comment, and interviews with occult specific journalists and outlets