

# DEVIL ON MY TRAIL

DANIEL DIFRANCO

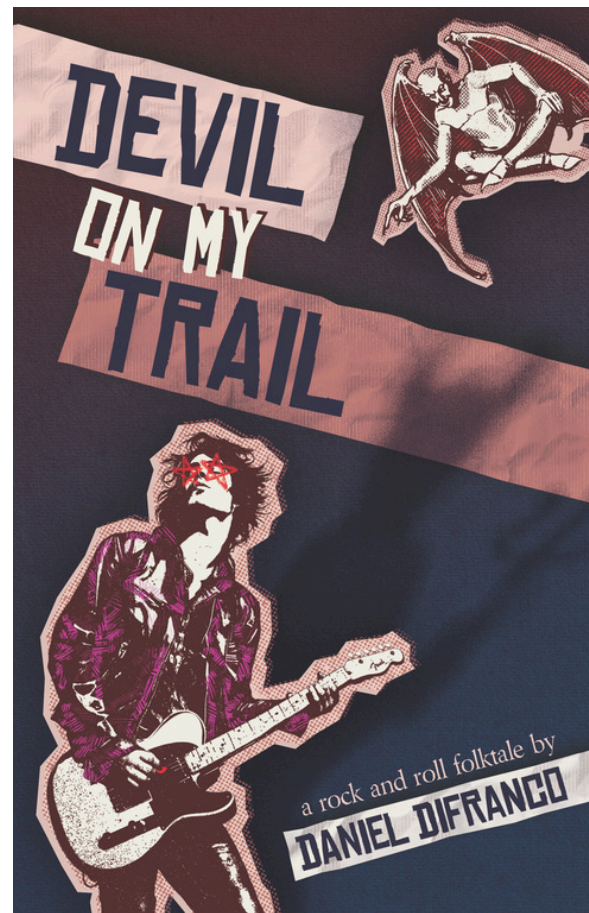
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## ABOUT THE BOOK

**It was an accident.**

Marc's hand slipped and he played the secret chord that summons the Devil—the same chord Jimi Hendrix and Robert Johnson knew. The one Keith Richards' ghost showed him years ago in a moment of weakness. When all hell breaks loose, Marc is pulled into a quest to collect magical artifacts from rock and roll history to prepare for a showdown with the Devil. Marc's road is instantly beset with supernatural forces working against him, but he isn't alone. Not by a longshot. Riding shotgun is his band of misfits: the pop-culture loving Bollocks; the burgeoning rock journalist Maybelline; the occult practitioner Tanner; and Marc's ghost buddy who brought this all about in the first place, Keith Richards.

Along the way he crosses paths with Papa Legba and one of the biggest rock stars of the 20th century, who just so happens to be the Devil's son. Failure means eternal damnation—not only for himself, but for his friends and Keith Richards' ghost, who needs Marc to help him win back his own soul traded years ago. Armed with one of the most famous guitars in history, a leather jacket that may have been worn by Elvis, and a magic guitar pick, this should be a piece of cake. But when bargaining with the Devil, it might take more than tricks and sick guitar riffs to save their souls.



GENRE: FICTION  
PAGES: 340  
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## ABOUT THE AUTHOR



Daniel DiFranco is a writer/musician/teacher from Philadelphia. He is the author of two novels, *Panic Years* (Tailwinds Press, 2018) and *Devil On My Trail* (Unsolicited Press, 2024). His short stories can be found in *Smokelong Quarterly*, *Monkeybicycle*, *Fractured Lit*, and others. Full list of pubs and miscellany can be found at [danieldifranco.com](http://danieldifranco.com).

# MARKETING

## READER OUTREACH

- Publisher has robust social media campaigns in place.
- Targeted ads will be running on Amazon, Google, and Twitter.
- Social media influencers and book lovers who have large followings have been targeted and contacted.
- Ebook, print, and audiobook(forthcoming) to be offered to maximize exposure.
- Author will hold readings and events; virtual Q/As and readings are in the works.
- Advance reader copies have been sent out to 50 readers.
- Local and national booksellers to carry the title.
- Book clubs targeted.

## MEDIA OUTREACH

- Review copies have been sent to Foreword, Kirkus, LibraryJournal, Booklist, The San Diego Union Tribune, The New York Times, The Oregonian, and an in-house list of freelance reviewers.
- Press release and media requests to be sent to all major networks and publications.
- Targeting literary magazines for author interviews and excerpts.

## ADVANCE PRAISE

"*Devil On My Trail* is a concept album without the bloat, where Side A puts together a conspiracy-board version of the rock pantheon, connecting everyone from Robert Johnson to Leonard Cohen to Tenacious D, and Side B takes us on an alternate-history road trip down America's black magic byways. A rollicking novel from DiFranco—all killer, no filler."—**Jeremy P. Bushnell, author of Relentless Melt**

"Daniel DiFranco's *Devil On My Trail* is the story you've been looking for. A tale that reads like a house on fire, blazing trails between devils and rock n' roll and the ghost of Keith Richards. DiFranco's book makes all the fun, dangerous choices. Read it with your favorite booze in hand."—**Micheal Poore, author of Reincarnation Blues**

"Looking for an indie Grady Hendrix? Look no further. Daniel DiFranco's *Devil on My Trail* is a sharp, fun, funny, scary, wild, unpredictable ride, well worth catching."—**Catherine Baab-Muguira, author of Poe for Your Problems: Uncommon Advice from History's Least Likely Self-Help Guru**

"Imagine School of Rock meets Stranger Things meets Almost Famous meets Space Jam, and if you're wondering how that conglomeration could possibly describe one novel, you're right, it seems impossible, but DiFranco does it. You'll be crowdsurfing on an encyclopedia over waves of bourbon and Philly sewage before you know it. And you will lap it up. And you will like it. *Devil On My Trail* takes you on an otherworldly vision quest, possessing you with a rhythm that teaches you how to serve the song and own the stage all at once."—**Claire Hopple, author of Echo Chamber**