

WRITING FOR GEEKS PANEL RECAP



brought to you by the Digital
Media Track at DragonCon

Whether you blog, podcast, create comics, or build worlds—this panel breaks down how other writers craft content that connects with geek audiences. From staying inspired to choosing the right platform, this panel will hopefully inspire you to take your creative ideas from spark to shared passion.

TOP 5 TAKEAWAYS

1. DON'T WAIT TO BE PERFECT—START CREATING NOW.
2. KNOW YOUR NICHE AND SPEAK THEIR LANGUAGE.
3. FANDOM IS COMMUNITY—ENGAGE, DON'T JUST BROADCAST.
4. INSPIRATION CAN COME FROM ANYWHERE—STAY CURIOUS.
5. YOUR UNIQUE GEEK VOICE IS THE MAGIC.

RECOMMENDED TOOLS:

Platforms: WordPress.com, Shopify, Substack, Tumblr, Discord

Marketing: Pinterest, Hashtags, Fan forums, Newsletters

Community: Discord servers, Comments sections, Reddit threads

Inspo & Research: ChatGPT 💜, fandom wikis, genre podcasts

PANELIST INFO

- Fern 'the Geek' - Blogger & Artist
- Jeffrey Nix, Fantasy Author
- Clint Hall, Fantasy Author & Podcaster
- Doctor LAW, Author & Photographer
- Chandra Free, Comic Book Writer & Artist
- David Sherrer, Board Game Creator

GEEK CREATOR CHECKLIST

WHAT KIND OF GEEK CREATOR ARE YOU?

- | | |
|---|--|
| <input type="checkbox"/> Blogger | <input type="checkbox"/> Game Designer |
| <input type="checkbox"/> Podcaster | <input type="checkbox"/> Cosplay Diver |
| <input type="checkbox"/> Comic Creator | <input type="checkbox"/> YouTuber Streamer |
| <input type="checkbox"/> Fiction Writer | <input type="checkbox"/> Lore Theorist |
| <input type="checkbox"/> Other _____ | |

CONTENT CREATION TIPS

- Start messy — polish later
- Show your process — people love behind-the-scenes
- Consistency > Perfection
- Celebrate small wins
- Your content is already part of the fandom world-building

FIRST STEPS IN YOUR JOURNEY

BLOGGER

- Choose your niche (e.g. fantasy fashion, geek parenting, game reviews)
- Set up a WordPress or Substack
- Write 3 posts to find your voice
- Share links on Tumblr, Pinterest, or relevant fandom Discords

PODCASTER

- Choose your theme and tone (casual convo? narrative analysis?)
- Record on free tools like Audacity or Zencastr
- Create simple cover art with Canva
- Post to Spotify via Anchor.fm

AUTHOR

- Choose your genre (fantasy, sci-fi, fandom fic, etc.)
- Start a daily/weekly writing habit
- Keep a journal or app for ideas
- Find writing buddies or beta readers via fandom Discords or writing Twitter

ARTIST

- Start a sketchbook (digital or paper) and practice drawing to discover your style
- Share your art early and often
- Join art challenges (e.g., #FandomFebruary, Inktober, October)
- Try free tools like Procreate, Krita, or Canva

COMIC CREATOR

- Develop your character style + vibe
- Use Clip Studio Paint or Procreate
- Share weekly or monthly on Webtoon/Tapas
- Connect on Instagram + Reddit for feedback

GAME DESIGNER

- Start with a microgame idea (1-3 mechanics)
- Use tools like TTS or Tabletopia to prototype
- Ask for playtesters on Reddit/Game Dev Discords
- Create a landing page for signups and feedback