

THE SOUTHERN BRANCH
BIBLE

WEEKLY



Who is The
Devil's new
**LEFT-HAND
MAN?**

Please your
deity in 5
easy steps

Created by
Aaron Morse & Paul Galicki



The Southern Branch

Created by
Aaron Morse & Paul Galicki

Daniel Solomon—a malcontent young blogger and disgruntled low-level telemarketing employee at Dee, Kelley & Talbot, one of the most prestigious PR/advertising firms in the world (which unbeknownst to the masses has ties to the supernatural universe and God himself)—begins having overwhelming feelings that he was meant for greater things.

After a fatal bus accident, Daniel finds himself in the presence of an entity known to the world as “The Devil,” a zealous and charismatic eccentric with a dry wit, a British accent, and a passion for the little things (for example, silk shirts and PlayStation 2). The Devil promises to reveal all the secrets of the universe to Daniel, exposing the truth behind what could be the greatest conspiracy ever created.

In return, Daniel must use his position within Dee, Kelley & Talbot to investigate God and his minions and utilize his almost supernatural ability to influence people to help The Devil combat the slanderous PR tactics God has been using against him for thousands of years—all while trying to uncover the true corporate intentions behind the world’s religions and discover the reason humans were created in the first place.

Daniel will have to wrestle with his numerous daunting and morally questionable new tasks while attempting to maintain his sanity and his personal life without getting fired in the process.



*If we come to a determination
to make us all share the same
we are sure to give up any idea of a separate path
I shall never be "Brought"*



EDITOR IN CHIEF

Herman

Thank you, dear reader, for your attention. Because you are in possession of this, my handy-dandy multiphase plan for universal understanding and freedom, you must have been bestowed a very high stature in life. A document of this importance isn't available to just any mortal. You see, I aspire to blow the proverbial lid off thousands of years of lies and deception and in so doing, grant your species its well-deserved freedom. For the sake of full disclosure, I admit that I too will benefit from the successful execution of this plan: I will repair my unfairly tarnished reputation. Unfortunately, I possess the method to achieve these goals but not the means. In other words, dear reader, I require your assistance. Executing an endeavor this massive completely on my own is impossible. I humbly request that you "green light" this fine work. I assure you it will be worth your while. And if ever you are in doubt about your decision, remind yourself this: You did it for your species...and the lucrative merchandising.



DEE, KELLEY & TALBOT

Dee, Kelley & Talbot is one of the world's most prestigious PR/advertising firms and covertly handles all of God's PR and advertising campaigns. The firm's origins are somewhat of a mystery, but it is very likely much older than most people realize. The firm occupies a massive building in the heart of downtown Eskaton Hills. The most powerful executives work on the top floors, and low-level employees like Daniel work on the bottom floors. Only a select few of the firm's executives know that they're working directly for God. The rest of the firm's employees work on regular advertising campaigns and have no idea the company has ties to the supernatural.

NOTE: The company's name comes from two famous English occultists of the 1500s—John Dee and Edward Kelley, a.k.a., Edward Talbot—who claimed they were able to transcribe the Angelic Language (or Enochian Language) after communicating with angels through scrying. Eskaton comes from the Greek word “eschaton,” which means “end of the world, end of time, climax of history.”

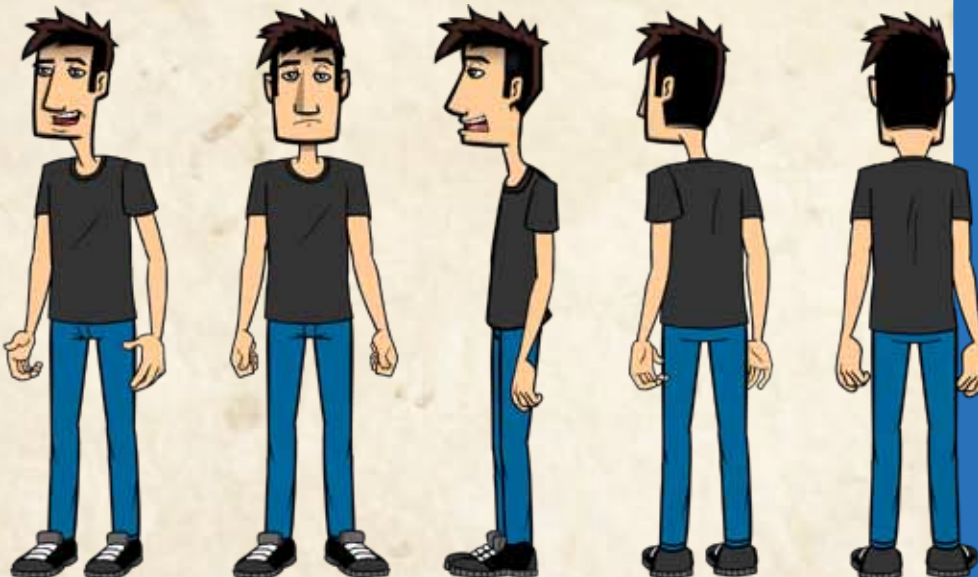
DANIEL SOLOMON

In his mid-20s, Daniel is a lackadaisical low-level telemarketing employee at the prestigious PR/advertising firm Dee, Kelley & Talbot. He possesses the creative abilities and mental capacity necessary to become a high-level creative professional, but his lack of ambition has prevented him from advancing his career. Although his career is at a self-imposed standstill, Daniel writes a popular humor blog and has a large following online—further proof that he could be successful if only he would apply himself. Daniel's blog is what catches The Devil's attention, leading to their initial meeting.

Daniel is occasionally inspired to excel by Simone Weber, his good friend and love interest, and believes he can win her heart if he becomes successful. Daniel also derives temporary motivation to make something of himself from his hatred for Uri Johnstone, his rival since college and Dee, Kelley & Talbot's rising young star. Daniel never remains motivated for very long, and he quickly gives up on his plans for achieving success.

Daniel generally acts in his own self-interest. His lack of motivation leads him to take the path of least resistance whenever possible, and he tries not to take anything too seriously. He is clever, quick-witted, and prone to expressing his thoughts freely (oftentimes utilizing his unique imagination and extensive lexicon of vulgarities)—especially when angered.

NOTE: The name Daniel comes from the Biblical Daniel who interpreted dreams for kings and eventually had visions of the apocalypse. Solomon is a reference to the Biblical King Solomon, a king who was known for his wisdom yet eventually worshipped false gods.

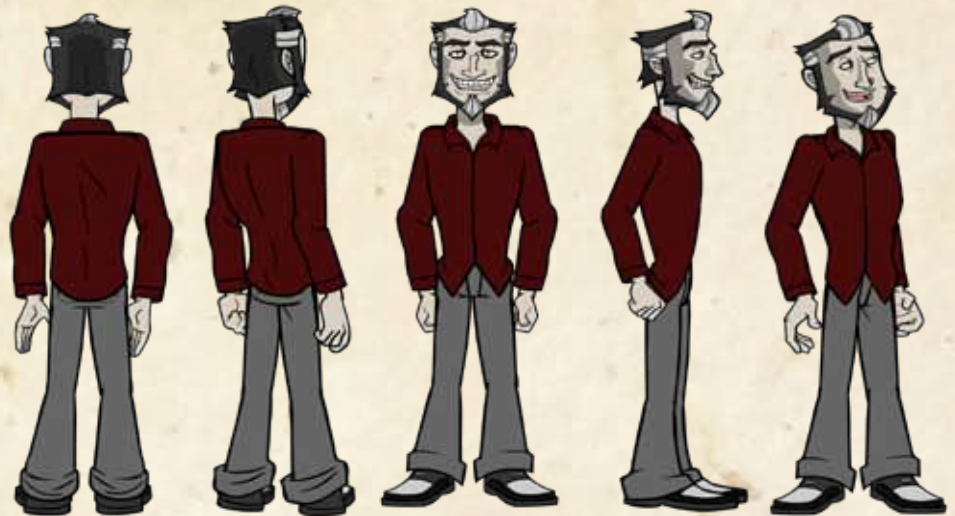


THE DEVIL

The Devil speaks with a British accent and has a dry wit (which he thinks is brilliant). He is very intelligent and mostly calm but is frequently given to long, violent rants (particularly about how cruel and unjust God is). He appreciates what he calls “the little pleasures in life,” including silk clothing, video games, and activities that could be considered vices, sins, or immoral behaviors.

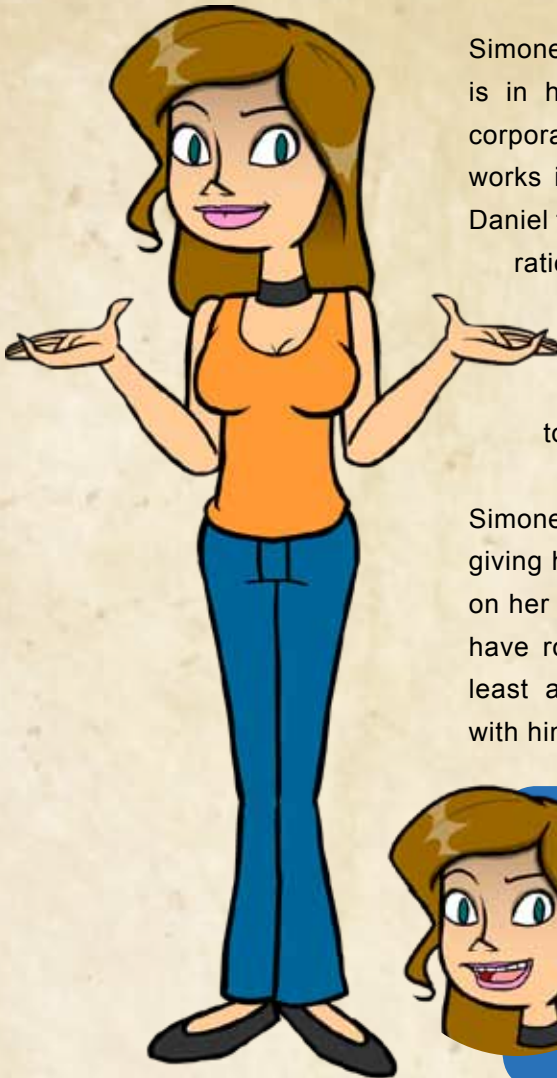
Because The Devil can't visit the human world himself, he always summons Daniel to his office (“hell”) for their meetings and utilizes other human agents (Emma Biffant, for example) to carry out his plans on Earth. He is genuinely interested in and amused by human nature and often indicates that he has influenced human development throughout history.

The Devil recognized Daniel's almost supernatural ability to influence people after following his popular humor blog. Determined to utilize Daniel's unique talent to advance his goals, The Devil convinces Daniel to work for him. The Devil promises to reveal the secrets of the universe to Daniel—and improve his life substantially—in exchange for his help countering thousands of years of negative PR campaigns carried out by God and his employees. Although he keeps large portions of his past, his motivations, and his goals secret from Daniel, The Devil makes it clear that God is not the benevolent deity he wants people to believe he is. Additionally, The Devil assures Daniel that his plans to “defeat” God will benefit all of humanity.



NOTE: The Devil asks Daniel to call him “Herman.” This is a reference to Herman the Recluse, a thirteenth-century monk who supposedly broke his vows and, to avoid being put to death, promised to create a book containing all the world's knowledge in a single night. To complete the impossible task, Herman sold his soul to the devil, who then created the book (the *Codex Gigas*, or *Devil's Bible*) overnight.

SIMONE WEBER



Simone Weber is Daniel's good friend and love interest. Simone is in her mid-20s and works in the HR department of a large corporation based in downtown Eskaton Hills. The building Simone works in is next to the Dee, Kelley & Talbot building, so she and Daniel frequently have lunch together. She is witty, sarcastic, smart, rational, perceptive, and a bit cynical. Although she is fiercely independent and considers herself a feminist, Simone has a very soft, caring side that she tries to keep hidden. She also uses her outward confidence and strong personality to hide her self-consciousness and vulnerability.

Simone often tries to motivate Daniel to live up to his potential, giving him practical advice about life and professional advice based on her experience as an HR professional. Simone says she doesn't have romantic feelings for Daniel, but she does care for him—at least as a friend—otherwise she wouldn't spend so much time with him.



NOTE: Her first name comes from Simone de Beauvoir, the French existentialist philosopher, writer, feminist, and longtime companion to Jean-Paul Sartre. Her last name comes from Max Weber, one of the three major architects of sociology.

DEATH

An unaffected and morose entity, Death collects the souls of the recently deceased and escorts them to their final destination. Death has been doing the same job for thousands of years and is therefore visibly bored by his work and uninterested in anything the dead have to say. His cold, robotic demeanor is of little comfort to the dead, and he makes no effort to answer their questions or ease their fear and confusion. Daniel annoys Death with his loud ranting and inappropriate questions whenever Death escorts him to meet with The Devil.



EMMA BIFFANT

A.K.A. LILLY-CHAN

Emma Biffant is Daniel's other love/lust interest. In her early 20s, Emma is (unknowingly) a human operative or "employee" of The Devil. Emma was unwittingly possessed by a demon so The Devil would have a direct way to affect the human world and Daniel in particular. When the demon is in control, Emma completes various tasks for The Devil. When the demon completes her tasks and Emma regains her senses, she has no memory of what she did while the demon was in control.

Emma is very bubbly, perky, ditzy, and somewhat naïve. She is obsessed with anime and often uses Japanese phrases and gestures commonly used by otaku. Although her name is Emma, she prefers the name Lilly-chan because it's "cuter!" She can be super hyper, clumsy, and a bit annoying, but Daniel likes her because she's attractive and a lot more affectionate and easy to impress than Simone Weber is.



THE SUCCUBUS



Emma is possessed by an unnamed demon who often assumes control of her body. The demon seems to be a succubus and uses Emma's body to get her way—sometimes by using her sexuality and sometimes by using physical force. When the demon is in control, the cat ears Emma wears become horns and her demeanor changes. She goes from being innocent and bubbly to being harsh or overly seductive. She manifests superhuman strength and other abilities associated with demonic possession. The demon assumes control of Emma to complete various jobs for The Devil—for example, checking in on Daniel, convincing him to do certain things, and sending him to meetings with The Devil.

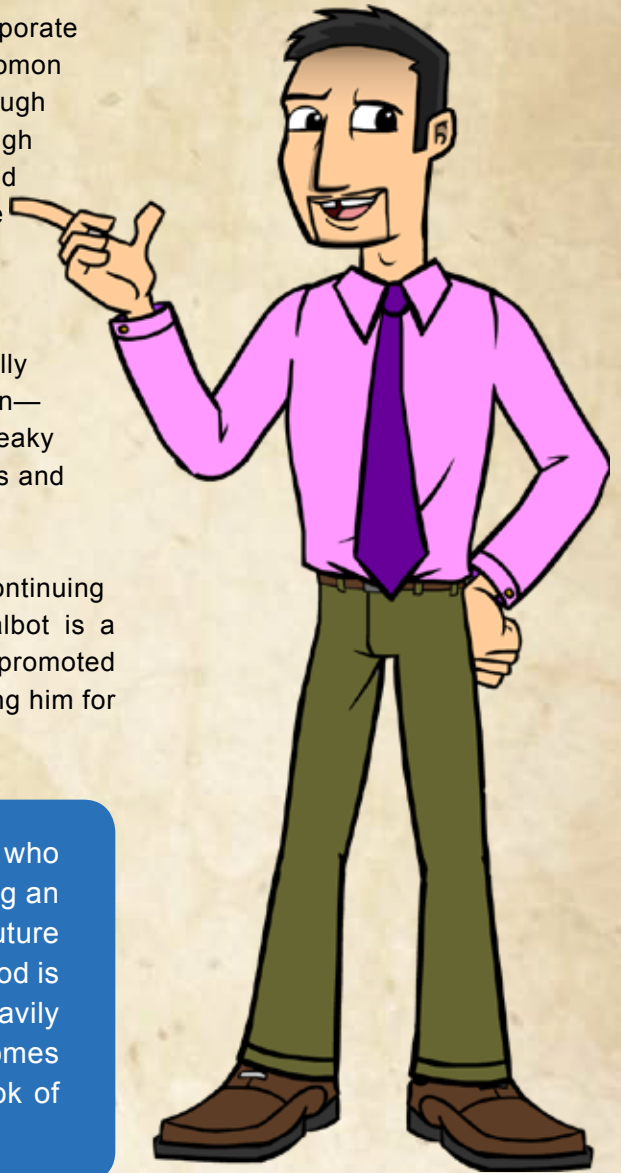
NOTE: The name Emma Biffant comes from Emma-o, the Japanese Buddhist god of the underworld and Biffant, a little-known demon who supposedly possessed Denise de la Caille in the 1600s. Lilly-chan, which she prefers to be called, comes from Lilith, the archetypical female demon/succubus from Hebrew, Mesopotamian, and Greek mythology/folklore.

URIAH (URI) JOHNSTONE

In his mid-20s, Uri is driven, successful, and climbing the corporate ladder at Dee, Kelley & Talbot—he is everything Daniel Solomon is not. He and Daniel have been rivals since college, though Daniel may be the only one aware of the rivalry. Although Daniel dislikes Uri with a passion, Uri is too preoccupied with his own career to consider Daniel a threat (or notice Daniel's hatred for him) and only interacts with him when they happen to meet in the Dee, Kelley & Talbot building.

Despite Daniel's seeing him as condescending, Uri is generally good-natured and friendly. He is a polite and moral person—the type Daniel might refer to as “a goody-goody” or “squeaky clean.” Even though he is goal oriented, he is not malicious and tries to do the right thing.

Although Daniel thinks Uri is a talentless hack, Uri's continuing success as a creative professional at Dee, Kelley & Talbot is a testament to his skills. The higher-ups at the firm recently promoted Uri to head a high-level, top-secret project and are grooming him for an important role within the firm.



NOTE: Uriah comes from the name Uriel, an archangel who communicated with John Dee and Edward Kelley during an early scrying session and told them how to conduct future séances. The name Uriel can mean “light of God” or “God is my light.” In some ancient writings, Uriel is involved heavily with the end of the world. The last name Johnstone comes from St. John, or John of Patmos, who wrote the Book of Revelation.

FINNEGAN MACHUMPHREY



Finnegan is the gruff, blunt, and worldly wise personal assistant to The Devil. Finnegan took a liking to Daniel after first meeting him in The Devil's office and frequently gives Daniel non-sense advice about how to deal with The Devil, people, women, and life in general. Although Finnegan means well, he rarely considers human emotions when doling out advice. This purely logic-based approach to problem solving can occasionally make life more difficult for Daniel—particularly when Finnegan's advice to Daniel is about dealing with Simone and matters of the heart.

GEORGE DASH

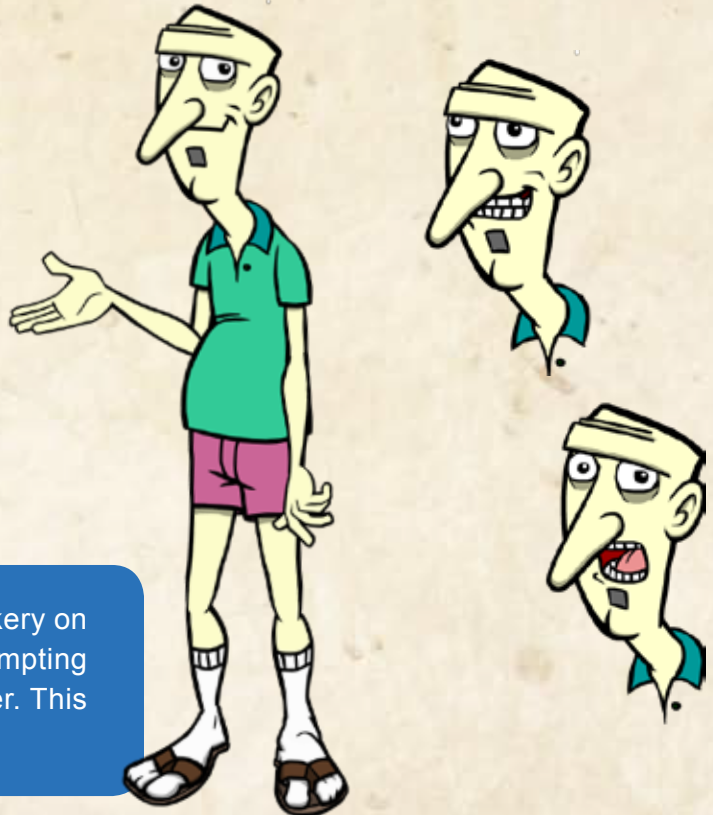


A veteran bus driver, George was behind the wheel when Daniel fell in front of the bus that sent him to meet The Devil for the first time. George is excitable, a bit paranoid, and very superstitious. After hitting Daniel with his bus and witnessing him get up and walk away seemingly unharmed, George—a long-time conspiracy-theory buff—became convinced that something paranormal is going on in Eskaton Hills. George is keeping an eye out for more supernatural events on his bus route and putting together an explanation for the strange occurrences. George suspects aliens and a government cover-up.

VINNIE THE LYING RAPIST

Vinnie the Lying Rapist is the head of The Devil's legal department and the first entity Daniel encounters during his initial trip to The Devil's office. As his name suggests, Vinnie the Lying Rapist is a sneaky deviant with a passion for tricking people into sex against their better judgment. Vinnie the Lying Rapist uses dishonesty and an array of legal tactics and technicalities to confuse and beguile his victims. He is a cunning and perverse sexual predator—the perfect lawyer.

NOTE: Vinnie uses different types of trickery on Daniel every time he visits The Devil, attempting to manipulate him into a sexual encounter. This requires Daniel to stay on his guard.



God sketches



Episode Guide



THE DEVIL AND DANIEL SOLOMON

After spending the night evaluating his life and weighing his options, Dan decides to work for The Devil. Dan is scheduled to meet with The Devil in the evening to give him an answer, something that completely occupies his thoughts during the workday. While trying to go about business as usual, Dan catches glimpses of supernatural stenographers that resemble cherub angels who write down everything that people do and say. Dan also notices other strange things occurring all around him and strange entities walking the halls in the Dee, Kelley & Talbot building. Although he tries to remain calm, Dan becomes terribly paranoid and attracts the attention of his coworkers and friends. After making it through the day, barely avoiding a complete nervous breakdown, Dan gets back to his apartment and awaits his meeting with The Devil. As the appointed time arrives, Dan hears a knock at his door and cautiously opens it to see Emma Biffant—the cute, bubbly, and busty anime-loving girl who pushed him into traffic before. Emma immediately clubs Dan over the head with a Domo-Kun backpack full of rocks, sending him back to “hell” for his meeting with The Devil. The Devil explains why Dan is seeing the strange things he’s seeing and how they affect Dan in his new position. The Devil also prepares Dan for his first major assignment.

GORILLA MARKETING WITH A HINT OF CLANDESTINE CAPUCHIN

After Dan officially accepts The Devil’s offer, The Devil gives him his first real assignment. For millennia, God, his minions, and his agents on Earth have created and implemented smear campaigns against The Devil. Despite his best efforts, The Devil has been unable to combat those attacks effectively. The Devil believes that Dan—because of his innate understanding of human nature and his inherent ability to influence others—is uniquely qualified to find novel ways to counter God’s PR work and, more important, alter people’s behavior in a very specific way. Because Dan can’t simply create an ad campaign encouraging people to give The Devil a chance, he must employ gorilla-marketing techniques to achieve the appropriate results. After The Devil explains his expectations to Dan, he suggests doing some small-scale tests so they can measure the results before deploying the campaigns on a larger scale. Still a bit confused about his whole situation yet afraid of angering The Devil, Dan formulates a few strategies and nervously begins testing them at work and through his popular blog. The results of his test campaigns are evident, but Dan is afraid they may not be what The Devil had in mind. Additionally, Dan is concerned that The Devil’s plans for humanity are secretly malevolent.

Bob Ross



ONLY THE ONI

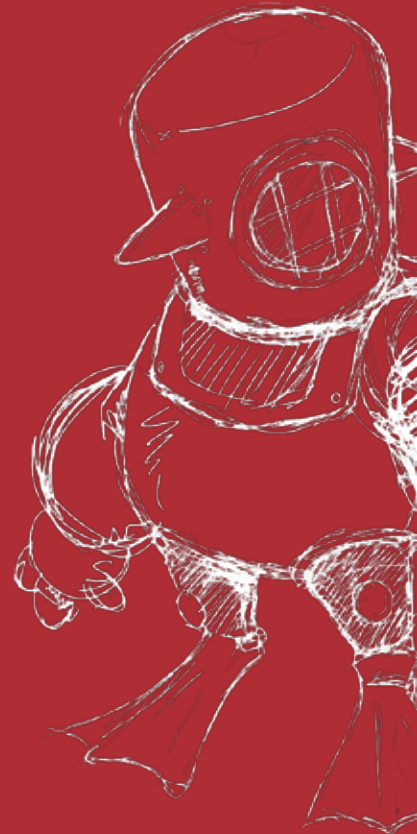
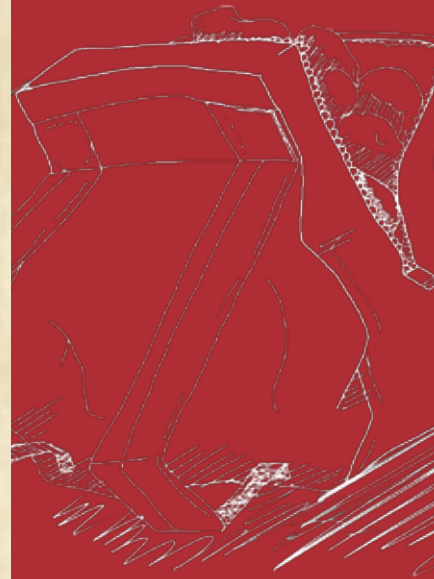
As Dan continues working on PR strategies for The Devil, Simone, his good friend and love interest, begins to feel neglected. Simone is angry that Dan keeps blowing her off and finally brings it up in conversation over lunch. Dan apologizes profusely but can't tell her why he's been unavailable—even if The Devil hadn't made it quite clear that Dan must keep his work secret, Simone would never believe the truth. With Simone yelling at him, Dan hastily makes up a ridiculous excuse, further infuriating Simone. Dan tries his best to calm her down, but she leaves in a huff, refusing to speak to him again until he explains himself honestly. Dan is crushed and goes back to his apartment. Intoxicated and emotional, Dan begins ranting and demanding a meeting with The Devil. Shortly thereafter, Emma Biffant, the ditz and beautiful anime fan who sends Dan to his meetings with The Devil, arrives. Although she's a ditz, Emma realizes that Dan is in emotional pain and offers him a shoulder to cry on (before sending him to The Devil). Because he is drunk and emotionally vulnerable, Dan attempts to kiss Emma and learns that she is actually possessed by a succubus/oni-like demon. Speaking to the demon, Dan learns how it came to inhabit Emma and the purpose of the possession.

STUMBLING DOWN MEMORY LANE

The Devil asks Dan to temporarily shift his efforts from PR development to information gathering. The Devil asks Dan to gather some information about Dee, Kelley & Talbot's upcoming PR work for God. Dan explains that he is a low-level employee and has no way to get pertinent information about God's PR campaigns because he is not allowed on the upper floors of the firm's building where all of that work is carried out. The Devil reminds Dan that Uri Johnstone, Dan's longtime rival, has access to a few of the upper floors and, in fact, may be involved with some of God's PR work. Although Dan is loath to be nice to Uri and spend time with him to collect information, The Devil gives him no other option. Dan convinces Uri to spend a "guys' night out" with him to catch up and have a few drinks. Uri is a lightweight and doesn't like to drink, but Dan gets him drunk with a variety of sweet, "girly" beverages. After Uri and Dan are heavily intoxicated, they reminisce about the good old days and have humorous conversations about women, hobbies, and life in general. Dan actually begins enjoying himself and completely forgets about his mission until Uri begins talking about work, accidentally revealing some information that The Devil will be very glad to hear.

SUCCESS AND THE GUILT THAT FOLLOWS

The Devil is very happy with Dan's work and especially pleased with the information he was able to gather from Uri during their drunken night out. Despite Dan's rivalry with Uri and general hatred of him, Dan feels a bit guilty for tricking Uri into giving away top-secret information about Dee, Kelley & Talbot's PR work for God. Dan actually feels guilty about the whole thing, and The Devil has to give another speech to convince him that he did nothing wrong. Dan is also still very upset that his work for The Devil has essentially ruined his relationship with Simone and expresses a desire to end their agreement. Angry yet desperate to keep Dan as an employee, The Devil reveals some of the secrets of the universe as he promised he would. Dan is shocked by the information about God, heaven, and the creation of humans, and he must pull himself together and decide what to do next.



PURELY
DELICIOUS



