

IFWA MEETING
Thursday, September 1, 2016, 7:00 PM
Sentry Box
MINUTES

Information Items: NONE

New Members: Shawn Mercado, Josh Pantalleresco

Time	Topic	Person
7:00 PM	<p><u>Crits for September</u></p> <ul style="list-style-type: none"> • Crit 1: Chris Jessop – fantasy short story Crit by Phillip and Jeff Campbell 	<p>Calvin</p> <p>Phillip / Jeff</p>
	<p><u>Crits for October, 2016</u></p> <ul style="list-style-type: none"> • Crit 1: Rick – fantasy - Arthurian Crit by Rob & Michael • Crit 2: Josh Pantalleresco – Sci-Fi Heist Crit by Sandy, Calvin 	<p>Calvin</p>
8:00 PM	<p><u>Skills Session</u></p> <p><u>How Do You Get Online Reviews</u></p> <ul style="list-style-type: none"> • Form of marketing • From Amazon’s perspective – algorithm’s set up to see number of reviews – every 100 reviews you get, sales jump noticeably. • Gleaned from discussions with Amazon – algorithms used in discovery mechanisms – ie “If you like this...” • Not important what the star rating is, just NUMBER of reviews – don’t sweat it if only getting three star reviews • Some review sites promote only 4 or 5 star books – so this is important <p><u>Ten Ways to Get Online Reviews</u></p> <ul style="list-style-type: none"> • 1 – Ask for it in your book – self published books only – use bookmarks • 2 – Beta Readers – send beta readers an e-mail – ask them to consider doing a review – some authors not comfortable reviewing books for many different reasons – so don’t push – respect answer if ‘no.’ • 3 - friends and family – same thing – leave a link – make it easy for them to do it. • 4 – Book Bloggers – have love/hate relationship – they are big part of online discoverability – used to have blog tour – different ways – ie guest post, interviews, visibility etc. • One way of getting in good graces – start early. Good book bloggers – have to start early and get relationship – 3 month to 1 year waiting list – be 	<p>Jodi Mclsaac</p>

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	<p>professional – be like querying an agent – make sure you pay close attention to guidelines – if make mistake, then reject you. Alexa Rank – ranks book bloggers. Make sure cross-post to Amazon and Goodreads. Start 3 months before book comes out. Cultivate relationships earlier</p> <ul style="list-style-type: none"> • 5 – Goodreads giveaways – go on Goodreads and offer it as a giveaway. Print books only? May now be ebooks now – check – choose country and how many copies you want to give away. If won something, they will review. Goodreads – may request review and then give bad review because not their genre – risk that winner will not like your genre • 6 – Street Team – if have a few books out – do this – give Advanced Reading Copies (ARCs) and ask for review – if don't – no more free books • 7 – Back to Goodreads – Goodreads Top Reviewers – these are people who do most reviews, etc. – cultivate relationship with them and later ask for reviews – carries clout and lot of notice – comment, etc. – then cultivate relationship – otherwise get flagged and maybe banned • 8 – Social Media – If have friends who don't read genre and no beta readers etc. – give free copies – these are friends – be prepared that you will give away a lot more books than what you get – stress that they can give honest review. Give a disclaimer – “got a free copy in exchange for an honest review.” – don't “Pay” with gift cards etc. – they will have reviews taken down. • 9 – Net Galley – online platform – mostly publishers use it – readers and reviewers can request review copy • 10 – Author exchanges – will also get flagged Don't talk to reviewers – even if blatantly wrong – will just get in circular argument - • Don't get caught in trap – best marketing – is writing more books – read it and then want next one – 10% of time spend on marketing 	
8:30 PM	<p><u>Call for Agenda Items</u></p> <ul style="list-style-type: none"> • 	Michael
8:35 PM	<p><u>Brag</u></p> <ul style="list-style-type: none"> • Ann Cooney – first fable pub in OnSpec • Lesley – Sept 8 – at store – Lesley and others will be doing TV show – • Justin Acton – launched Enigma Front: Burnt • Randy McCharles – submitted latest manuscript to publisher • Val King's surgery went very well • Brent Nichols – Bundoran says his title, Stars Like Cold Fire, is selling better than any other title • Michael – hired a pro editor – Adrienne Kerr 	Michael

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8:40 PM	<p><u>Discuss / Decide</u></p> <ul style="list-style-type: none"> • WWC / Aurora Award Post-Mortem - Randy – Aurora award for WWC – Alberta’s participation more than doubled last year – 30% - one thing that sets Alberta apart – Alberta 30% voted and didn’t nominate – weird – 1 vote would have gotten Enigma Front nominated – AGENDA for JANUARY – Discuss what IFWA is supposed to do for WWC – party room? Etc. – discuss with numbers so no theorizing • Tech Committee Report – Renee, Calvin, Phillip, Krista, Richard – Focus areas – best fit the needs – workshops - learning – bring own PC/Mac – bring stuff – need to talk about where to hold this – suggest – Co-op meeting rooms – Brentwood Community Room – Organizing / Editing / Integration – usual stuff – cloud • 	Michael
8:55 PM	<p><u>Announcements</u></p> <ul style="list-style-type: none"> • Write Off – Writers in the House – Delta Calgary South – Fireside Room – last weekend in September (24-25) – 11am – 11pm each day -- Fireside Room – cost \$0.00 (drinks by donation) – Social Writing – food from Boomtown Pub • Lesley fundraiser – Richard, Shannon working on it – event is up – Oct 22 Boomtown – Artist Showcase – Authors will be there – fundraiser for Short Story Contest – 7pm-10pm - - • Justin - Enigma Front - “The Monster Within” – 2018 is 150th anniversary of Mary Shelley’s Frankenstein – theme – deadline ? - • Memberships due after September 	Michael