

**IFWA MEETING**  
**Thursday, January 5, 2017, 7:00 PM**  
**Sentry Box**  
**MINUTES**

**Information Items:**

**New Members:** Leslie Scrimshaw (non-fiction with science fiction and fantasy), Joe Scrimshaw (urban fantasy and horror)

<b>Time</b>	<b>Topic</b>	<b>Person</b>
7:00 PM	<p><b><u>Crits for January</u></b></p> <ul style="list-style-type: none"> <li>• Crit 1: Alice Zhang – YA Mystery Crit by Calvin / Chris Carolan</li>   <li>• Crit 2: Dave Worsick – Zombies in Calgary - Short Crit by Shannon / Phillip</li> </ul>	<p>Shannon Calvin / Chris</p> <p>Shannon / Phillip</p>
	<p><b><u>Crits for February, 2016</u></b></p> <ul style="list-style-type: none"> <li>• Crit 1: Brent – Screenplay – Horror Crit by Susan F, Kevin</li>   <li>• Crit 2: Ron Friedman – Science Fiction – veloceraotor robot and genetically enhanced female Crit by Ed, Dave W.</li> </ul>	<p>Shannon</p>
8:00 PM	<p><b><u>Skills Session</u></b></p> <ul style="list-style-type: none"> <li>• The Publishing Process “Tales from the Enigma Front?”</li> <li>• Mostly – Self-Pub and small press</li> <li>• <b>Amazon</b> – to publish with Amazon, have 2 ways to go – Createspace, and/or KDP</li> <li>• Createspace is great place to start – it is a subsidiary of Amazon – does their printing</li> <li>• KDP – subsidiary of Amazon that does e-book publishing</li> <li>• Can start with Createspace and go to KDP later</li> <li>• Taxes – one of great things about being Canadian – NAFTA – don’t have to pay US taxes</li> <li>• ISBNs – we get free ISBNs from Canadian government. If use our own ISBN, don’t have channels in Amazon. No access to Libraries &amp; Academic Institutions. Recommend using both.</li> <li>• <b>Kobo Writing Life</b> – Kobo has made improvement – It is simple and easy. 15% of online sales, but easier to get book up than Amazon.</li> <li>• Can submit doc to Kobo, but easy to make program into e-book yourself. Use Calibre to format e-book.</li> <li>• Must have own ISBN</li> <li>• <b>Google-Fu</b> – make sure your titles are Google friendly.</li> <li>• <b>Deadlines</b> – huge – make deadlines and keep them</li> <li>• Watch for customs</li> <li>• Biggest costs – shipping</li> </ul>	<p>Justin Acton</p>

Time	Topic	Person
	<ul style="list-style-type: none"> <li>• <b>Indiegogo</b> – lots of work and stress.</li> <li>• <b>Marketing</b> – online buzz is very important</li> <li>•</li> </ul>	
8:30 PM	<u>Call for Agenda Items</u> <ul style="list-style-type: none"> <li>•</li> </ul>	Michael
8:35 PM	<u>Braggs</u> <ul style="list-style-type: none"> <li>• Randy – finished first draft of third mystery novel.</li> <li>• Ed – went crazy last March – Aug 2015 – 2016 (Aug) – finished first drafts of 6 novels.</li> <li>• Susan – finished major revision of novel</li> <li>• Kevin – offer from Edge on first novel – Endless Hunger – detective future fantasy novel</li> <li>• Swati – “Make Hell Hot Again” is reaching beta readers</li> </ul>	Michael
8:40 PM	<u>Discuss / Decide</u> <ul style="list-style-type: none"> <li>• <b>Craft Table</b> – Report – Sandy Fitzpatrick – IFWA paid for table (\$200) – sold \$339 worth of books. Sunday was a crappy day (snow, etc.) It was great and we had a good time. Valuable thing to try. Rick Overwater has been at Red and White Club – may be at better venue. Worked well. Can do credit card sales with Square (which was third of sales). We can do it again or do it with different event. Randy does not recommend again – too little traffic. Christmas – should have book friendly Christmas event – like library event (which was week before).</li> <li>• <b>Difference</b> between supporting Craft / Sales Table and supporting Enigma Front with Launch Party – Kathy wants to support Enigma Front with Launch Party – but Enigma Front only supports short story writers. But no way IFWA can</li> <li>• <b>Enigma Front</b> – Submissions still open – January 31, 2017</li> </ul>	Michael
8:55 PM	<u>Announcements</u> <ul style="list-style-type: none"> <li>• <b>Enigma Front Anthology 3</b> -The Monster Within Deadline – January 31, 2017 <b>Details below</b></li> <li>• <b>Bundoran Press</b> Submissions for the Canadian themed anthology 49<sup>th</sup> Parallels end on February 14, 2017. Details here: <a href="http://www.bundoranpress.com/pages/submissions/">http://www.bundoranpress.com/pages/submissions/</a></li> <li>• <b>Writers in the House</b> – January 14-15 at the Fireside Room, Calgary Delta South – 135 Southland Drive S.E. – Times: 11a.m. – 11p.m. Saturday and Sunday – Admission free, but there is an expectation that we will order food and drink from Boomtown Pub for use of the room.</li> <li>• <b>Villains and Conflicts Blogpost on File 770</b> – Ron Friedman’s Villains and Conflicts presentation delivered at Calgary Comic and Entertainment Expo and When Words Collide, is now available as a blog post on the Hugo award winning science fiction fan site File 770: <a href="http://file770.com/?p=32677">http://file770.com/?p=32677</a> .</li> </ul>	Michael

**Enigma Front: The Monster Within  
Now, the Monster Rises  
Submission Guidelines**

The anthology is open to IFWA members in good standing.

Fiction of an imaginative bent. (Sci Fi/Fantasy/Horror and the 'ishs' in between)

The target market is Young Adult to Adult.

Stories with extensive gore or sex will not be accepted.

Our sweet spot for stories is 2000 to 4000 words, narrative poetry acceptable and any submissions over 5000 words please query us before submitting.

We're also looking for an IFWA cover artist.

Expectation is that stories will be in standard manuscript format (either doc or rtf file type). If unsure please see the linked example:

<http://www.shunn.net/format/story.html> [[http://www.shunn.net/format/story.html/&h=kaqffnrxt\\_green](http://www.shunn.net/format/story.html/&h=kaqffnrxt_green)]

Each submission should be individually e-mailed to [ifwaantho@gmail.com](mailto:ifwaantho@gmail.com) with the header:

“Submission: Title by Author”

We are looking for original work but will consider reprints.

**Final deadline: January 31st 2017**

We will always attempt to have a response within two weeks for stories submitted before January 15th.

No simultaneous submissions.

Each IFWA member can have 2 stories in our queue at a time, so the earlier the submission the sooner we can give feedback whether the story submitted is a good fit.

Our objective is to include work from as many different IFWA members as possible. We are not expecting to publish multiple stories from any one author.

Responses include:

**Hold:** We reserve the right to take but not guaranteed. Decision reserved until all submissions have been reviewed.

**Revision Request:** We will give feedback to allow the author to rework the story with the objective of becoming a Hold.

**Not for us:** The story doesn't work for us.

Rights are 3 months from date of publication

Non-exclusive to Anthology on an ongoing basis.

Payment for each written submission, editor, art submission, and publisher will be one share in the profits of the project. Payments will be paid twice per year (beginning of November and May if shares equal \$10 or more)

For reference our first payment for 2015 Anthology was \$34.70 and the first payment for our 2016 was \$19.12.

To publish we will require a minimum of 15 works, maximum 20.

We also require 60,000 words out of the stories received.

If either of these requirements are not met, we will not be moving forward with the project.

Our goal is to have the anthology printed and ready for August 2017 so we can have physical copies at When Words Collide.

Justin Acton  
Publisher, Analemma Books

## Lessons from the Enigma Front

### Amazon (Createspace and KDP)

Start with Createspace. It saves steps. Once you've created your masterpiece (docx for the interior and PDF for the cover) there it can be exported to KDP for the ebook version.

Royalty Balance		Details	Show: Total	January
\$63.42	£2.31	GDP	€3.14	
USD	GBP		EUR	

Title Name	Status	Jan Units	ID
Enigma Front: Burnt	Available	January Royalties Order Copies	6233819
Enigma Front	Available	January Royalties Order Copies	5587547

January Units Sold: 0

Createspace isn't hard to use. (Not simple either) The dashboard above shows completed and available books. Royalty box is important. Living outside of Amazon's home market means those monies only get paid by cheque when they reach 100 USD or GBP or EUR. The trick for us will be to use three volumes to generate that dollar amount. (The Sterling and Euros will be collecting interest for Amazon for a very long time.)

#### Tax Information

✓ Complete  
Your tax information was received on 07/07/2015.  
\*Applicable withholding rate: 0% (What's this?)  
View/Provide Tax Information  
Tax Interview Help Guide

Amazon also simplified their tax exemption for NAFTA countries right after we started the first Enigma Front. Before that you had to get a tax identity from the US to avoid their withholding tax. So unless NAFTA does get ripped up it's a pretty straight forward process.

Channels: [View all channels](#)

Standard Distribution **FREE**

- Selected Amazon.com\*
- Selected Amazon Europe\*
- Selected CreateSpace eStore

Expanded Distribution **FREE**

- Selected Bookstores and Online Retailers
- Selected Libraries & Academic Institutions
- Selected CreateSpace Direct

Save Save & Continue

Channels are another important part of the Amazon ecosystem. This is where choosing an Amazon ISBN is important. If you don't use their ISBN, you won't have access to "Libraries & Academic Institutions" (See below for more on ISBNs)

### Kobo Writer's Life

DASHBOARD

January 2017 This month

SALES AT A GLANCE SALES BY BOOK SALES BY REGION

STATS FOR JANUARY 2017 ALL TIME

0 eBooks sold	7 eBooks sold	
\$0.00 estimated earnings	\$24.43 estimated earnings	
0 titles published	0 countries purchased in	0 free downloads

Kobo has only generated about 15% of our online sales but is easier than Amazon to get your book up once you have. You can use epub, .doc, .docx, .mobi, .odt (There are free ebook formatting tools online. We used Calibre.) Previously Kobo would only allow for 5 author credits. It looks like that has been increased though so we may be able to get Author names searchable here now.

Kobo requires you to have your own ISBN. Which in Canada is free once you've signed up at:

<http://www.bac-lac.gc.ca/eng/services/isbn-canada/Pages/isbn-canada.aspx>

Do not put this off. You cannot create an account Sunday night and get ISBNs. Prepare for 3-5 days wait for your account. (Google "Canada ISBN")



## Google-Fu



Speaking of Google, this is important, make sure your titles are Google friendly. I know you had your heart set on "Human Knuckles" but you don't want to compete with Sonic the Hedgehog related fan art. Enigma Front brings up our anthologies and images of Enigma machines. (Good company)

## Deadlines

This is huge. Make deadlines and keep them. There is a huge amount of work that needs to be done between the time we choose our stories and printing. Give yourself extra time. It is the difference between your Table of Contents having the right numbers and story titles having the right amount of 'e's and not. Createspace is a great place to order books from but two caveats.

- 1) They don't promise a turnaround time. Give yourself more than enough time.
- 2) Shipping from North Carolina takes time and wear on your books. Expect to have a few dinged or slightly misprinted books.

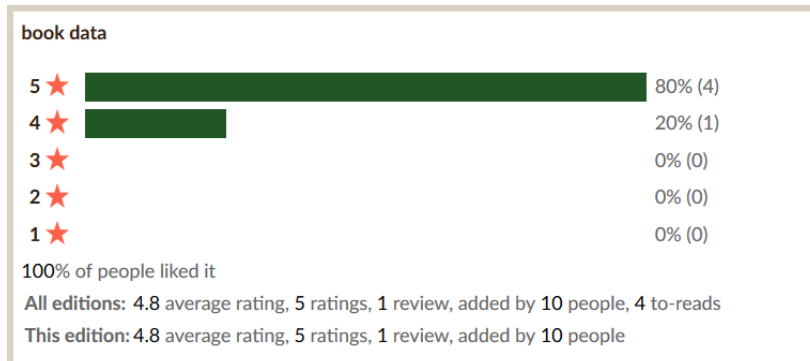
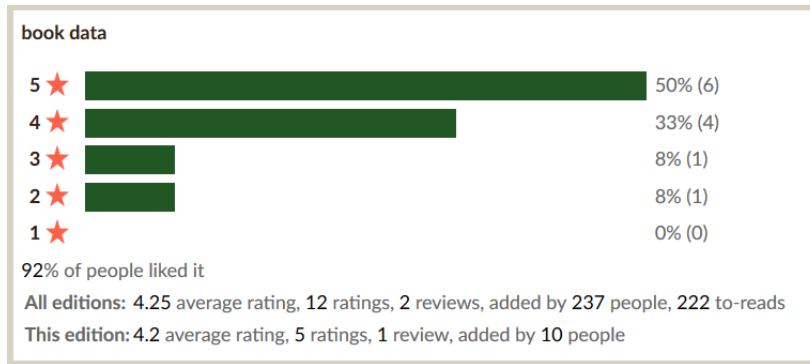
## Indiegogo

Indiegogo can be a great experience. It is very rewarding but the trade off is that it is a lot of work and can be stressful. Ensure that you can manage rewards before you start. Set limits for tiers based on what you can reasonably be expected to do. Packaging and shipping takes time. If your campaign goes bananas, do you really want to spend hours packaging books? (Side note: Shipping to the US was cheaper for us than to other parts of Canada) Indiegogo also increased their fees since we used them. (5% paypal or 3% +30c for Credit Cards)

## Slush Pile (Invite Only v. Open)

Enigma Front is an invite only anthology. We only invite a talented group of people to submit in the first place. There has been almost no submissions in three volumes that I couldn't read through. Our biggest dilemma was often what fits together best?

## Marketing



Enigma Front is run on a cooperative principle. Each Contribution (Editing/Author/Art) receives an equal share. This means our marketing has been dependent on contributors and supporters promoting the book. Above is the good reads breakdown of Vol. 1 vs Vol. 2. Although Vol. 1 has been out a year longer, the vast majority of its good reads reach happened in 2015. Without the support of our community we see a difference in our reach. (Online sales for Vol. 2 have been a fraction of what Vol. 1's was.)

## Misc.

When formatting for Createspace, keep in mind the ISBN takes up some real estate. We've received advice that having a face that the reader can make eye contact with will create better engagement.

Createspace has an online proof. It will not show you imperfection in your cover's resolution. Get a physical proof. You will also find typographical errors that you wouldn't have otherwise. (It's similar to putting a draft down for a couple weeks to get distance!)

Be consistent. If you are creating an anthology, make the first page of each story on the same side. That way a reader can flip through and find the stories they want easier.