

IFWA MEETING
Thursday, August 3, 2017, 7:00 PM
Sentry Box
MINUTES

Information Items:

New Members: Dawn Norrington (medieval fantasy fiction)

Time	Topic	Person
7:00 PM	<p><u>Crits for August</u></p> <ul style="list-style-type: none"> • Crit 1: Kevin Weir – Ch 1 – post apoc. Pulp adventure – Chris Carolan, Cameron Maline • Crit 2: Richard – Chapter (near end of novel) of Sci Fi (battle) – Crits by Rick Overwater, Cassandra Arnold 	<p>Shannon Chris / Cameron</p> <p>Rick / Cassandra</p>
	<p><u>Crits for September, 2017</u></p> <ul style="list-style-type: none"> • Crit 1: Renee Bennett – Dan and Richard • Crit 2: Celeste – The Limbo Ladder (paranormal mystery) – Elise and Philip 	Shannon
8:00 PM	<p><u>Skills Session</u></p> <p>Creating Your Elevator Pitch</p> <ul style="list-style-type: none"> • See notes attached to end of Minutes 	Steve Swanson
8:30 PM	<p><u>Braggs</u></p> <ul style="list-style-type: none"> • Susan Forest – Locus Magazine – photograph is in it – Nebula Awards in Pittsburgh • Philip Vernon – Accepted an offer McDermott Agency in Toronto and obtained book deal – some IFWits also helped to beta read • Sandy Fitzpatrick – sent out 14: 6 Nos 4 First round one round 3, 3 accepted, Aurora Borealis – poem in latest edition – thriller novel – may have copies at WWC • Ed Wilson has managed to write lots • Jeanette Dover - Middle Grade fantasy has been looked at by publisher • Cameron Maline - Published Article about Edworthy Park • Gary Renshaw – Books in Calgary Library • Celeste - Urban Green Man was listed amongst top 100 short story collections to read (online list) • Michael Gillett – 30-day collective – took his Spaceship Earth story 	Michael
8:35 PM	<p><u>New Business</u></p> <ul style="list-style-type: none"> • Creative Calgary – Kevin Weir – trying to bring more funding in the arts in Calgary – office space opening up near Glenbow – include any art – including books – can put something there and send them an leah@creativecalgary.ca - she has all the information – on Facebook Page – also Creative Calgary.ca 	Michael

Time	Topic	Person
	<ul style="list-style-type: none"> • Mailing List issues – Yahoo – send requests to be put on list to Michael Gillett • Paintball Tickets – Renee – needs people to come out – when? Armor Up • Writers at the Improv – Val King has a conflict – so needs someone to take her place – Steve Swanson said he will take her place 	
8:40 PM	<p><u>Discuss / Decide</u></p> <ul style="list-style-type: none"> • Enigma Front Series – Justin has been publisher for past three years – wants to step down – will also be editing positions – point for this series was to get IFWits to be a part of publishing world. • Future IFWA Skills Coordinator – Michael Gillett now Skills Coordinator (temp) – send ideas to him – we have Skills to January 2018 	Michael
8:55 PM	<p><u>Announcements</u></p> <ul style="list-style-type: none"> • <u>Aurora Awards:</u> Voting for the Aurora Awards began July 15th and will end on September 2nd. Only CSFFA members can vote. Membership is \$10 / year. The voters package is available now. • <u>Bed Time Stories</u> – Theme – Cheezy Readings – Location: Atrium 211 at 9:00 p.m. – Friday Night • <u>Pre-WWC Barbecue Details</u> Date: Wednesday, August 9, 2017 Time: 6:00 PM Location: Shannon's home To bring: BYOB + meat + something to share (and a lawn chair is a good idea, too). 	Michael

Elevator Pitch

Blockbuster Concept.

The Hook, what can sell your novel, what makes it different, why should someone spend their time on it.

Original
Obvious
Easily Communicated.

Slasher movie in space.
Robot assassin from the future.
Robot cop seeks revenge and own humanity.
Alien needs help of human boy to go home.
War of the Roses but with Dragons.
Little person journeys to steal treasure from a dragon.
High School MacBeth play sabotaged by three witches.

Some are better than others but most would be recognizable.
Just to get people's attention. Get your foot in the door.
Intrigue and entice. Don't lie to do so because the rest of your pitch will be truth.
If Concept is Caesar in Space but your synopsis is about teddy bears battling evil with the power of their hearts you might have one of those two things wrong.

Maximum Ten Words but shorter is better.

Loglines

Setting
Protagonist
Problem
Antagonist
Conflict
Goal

In a (SETTING) a (PROTAGONIST) has a (PROBLEM) (caused by an ANTAGONIST) and (faces CONFLICT) as they try to (achieve a GOAL).

No names, can imply setting, don't end with a question, the problems sets the story off, the conflict is what prevents the protagonist from reaching their goal, worry about the core of the story and not the details.

Try to keep it to twenty-five words max. A few extra won't matter but keeping the max in mind will cause you to be more succinct and vigilant.

Synopsis

You've got their attention with the concept, you have them interested with your logline, then they want to know more. At this point you give them a very truncated synopsis (one or two pages long).

graemeshimmin.com/creating-an-irresistible-elevator-pitch/

Example:

The way I approached it was from the reverse. Going from back cover copy to log line to concept in order to identify the hook. Helped me organize my thoughts.

Dragon Assassins Back Cover copy 1:

Jet and Colin, the Dragon Assassins, thought it'd be cool to be supernatural hitmen, slay the monsters, kill some ghosts, get paid, and impress girls.

None of which turned out to be true, monsters are hard to slay, ghosts resist killing, people won't pay you when you fail, and as for impressing girls? Shooting one on sight tends to put a damper on romance.

They have a big problem on their hands; a real live dead body and no way to dispose of it. Their only solution; take her with them. After all, it's Stampede in Calgary and half the city is feeling no pain. Who's going to notice one more sloshed girl?

Surely even two not very bright eighteen-year-old boys can figure out a way to ditch the corpse before anyone realizes the dead drunk girl they're dragging around isn't drunk at all. Just dead.

And it's not like anyone's going to expect the Dragon Assassins to save the city from the Nostrum, an unknown, uber-powerful, destroyer of cities that has vowed to burn Calgary to ash. Who'd be that crazy?

Dragon Assassins Back Cover copy 2:

Calgary, a city of two halves. The Overground is safe, peaceful, and above all else; normal.

Then there's the Underground Calgary; The one with the highest concentration of magic left on earth, the most wizards, the most witches, and the most supernatural creatures.

There are those paid to deal with the Underground when it gets out of hand. Government contractors called the Sweepers, bounty hunters, supernatural hitmen, and if all that fails you're left with only one option; The Dragon Assassins.

They may be incompetent. They may be more likely to destroy your property than fix your problem. They may be a combination of lack of talent, lack of planning, and lack of caution. But they're cheap.

And they're too stupid to run away.

Even when they're facing the Nostrum. An ancient entity that has burned dozens of cities to ash over the centuries.

Even when they know they're going to die.

And even when they're hauling around the corpse of a real girl they accidentally shot on their last job.

Log Lines

They thought being supernatural hitmen would be cool until they killed a real girl and found out they were the only ones who could stop Calgary from burning. If only they can ditch the body.

Supernatural hitmen was a cool job until they killed a real girl. Sure, they can say she's drunk, that might buy them time to ditch the corpse, but what are they going to do about the ancient evil that has promised Calgary will burn?

Supernatural hitmen was a cool job until they killed a real girl and if they can figure out how to ditch the corpse maybe they'd have a chance to save Calgary from burning by the will of an ancient evil.

Supernatural hitmen accidentally kill a real girl and must drag her corpse with them as they find and battle an ancient, unknown, evil.

Incompetent supernatural hitmen accidentally kill a real girl and must drag her corpse around as they try to find and kill an ancient evil.

Incompetent supernatural hitmen must battle an ancient evil while hauling around the corpse of a girl they accidentally killed.

Elevator Pitch

Idiots kill a girl and fail to ditch her corpse as they fight evil.
Idiots fight evil while trying to ditch a corpse.