

IFWA MEETING
Thursday, January 4, 2018, 7:00 PM
Sentry Box
MINUTES

Information Items:

New Members: n/a Dale McShannoch

Time	Topic	Person
7:00 PM	<u>Crits for January</u> <ul style="list-style-type: none"> Crit 1: Dale - science fiction chapter 1 Crit by Cameron / Chris Carolan Crit 2: Kevin Weir - fantasy - steampunk with oil Crit by Ed Wilson / Rick Overwater 	Shannon Cameron / Chris Ed / Rick
	<u>Crits for February 1, 2016</u> <ul style="list-style-type: none"> Crit 1: Renee Bennett - twisted fairy-tale-ish short Crit by Chris & Kevin Weir 	Shannon
8:00 PM	<u>Skills Session</u> <ul style="list-style-type: none"> Philip Vernon – Pitching manuscripts via Twitter Pitch Parties & Contests See attached slide show 	Philip Vernon
8:30 PM	<u>Call for Agenda Items</u>	Michael
8:35 PM	<u>Braggs</u> <ul style="list-style-type: none"> Ron Friedman - Typhoon Time - released on February Ed - in market for writing partner - for fantasy novel Susan - 1) got acceptance for Alberta Foundation of the Arts; 2) sold story to Intergalactic Medicine Show 8200 words; 3) accepted to artist residency in Ireland Rick Overwater: 1) MFA Grades - A+ - all stuff worked out in IFWA 2) comic is off to the presses. Cathy - Explorer Magazine – article published 	Michael
8:40 PM	<u>Discuss / Decide</u> <ul style="list-style-type: none"> IFWA Facebook Page - Volunteers to vet new members - Chris Carolan and Calvin Jim will vet new members Short Story Contest - deadlines for IPB - May 5, 2018 	Michael

Time	Topic	Person
8:55 PM	<p><u>Announcements</u></p> <ul style="list-style-type: none"> New After-Meeting Pub: Since Mugs Pub now has a Bingo session Thursday nights that is not likely to end in the near future, we have decided to move to a different pub. This month, the after meeting pub is once again at the Newcastle Pub: http://newcastlepub.ca/ Address: 2703 17th Avenue SW, Calgary Directions: Head west from the Sentry Box, go under Crowchild and turn west onto Bow Trail. Turn left off of Bow Trail on 26th Street and go straight a few blocks until you get to 17th Avenue. It will be on your right. Writers in the House: January 27-28, 2018: Join local writers in a weekend of writing in the Fireside Room. Location: Calgary Delta Hotel South – 135 Southland Dr. SE Drop by any time from 11 a.m. to 11 p.m. on Saturday, Jan 27 or 11 a.m. to 11 p.m. on Sunday, Jan 28. 	Michael

Getting an Agent—or Book Deal—in ~~140~~ Characters or Less *280*



Philip Vernon

A Few Notes

- Slides will be available/save questions for the end
- Why can I talk about this?
- This is not about using Twitter for marketing
- This is not about using Twitter for socializing
- Number of followers required: ZERO

STEP-BY-STEP

PRE-REQ'S

- ✓ Complete & *Ready* Manuscript
- ✓ Query Letter
- ✓ Synopsis

YOU

Find Event

Craft Pitches

**Pitch according
to rules**

**SKIP the SLUSH
PILE!**
*Submit Your
Novel*

**AMAZING
AGENT
OR
DREAM EDITOR**

Find Event

**Likes (Hearts) =
invitation to
submit**

**Offer to rep you
or buy your
novel
(or, you know,
maybe not...)**

The Anatomy of a Twitter Pitch

PITCH



Renée L. Bennett

@ReneLBennett1



The Ocean of Air: A mixed bag of Victorian personalities on duelling teams of tomb robbers chasing each other to Mars in airships. What could go wrong? (A: Everything.) [#A](#) [#SF](#)
[#steampunk](#) [#PitMad](#)

10:00 AM - Dec 7, 2017



Types of Pitches

Logline: Articulates your plot (character + conflict + stakes) in a sentence or two. Think Netflix or Publisher's Marketplace.

Example: "Pulp Fiction" The lives of two mob hit men, a boxer, a gangster's wife, and a pair of diner bandits intertwine in four tales of violence and redemption.

Comparative titles or "comps": Captures your work by comparing it to similar titles or amalgamations of different works. "X meets Y" or "X with/without Y".

Examples (Both "GoT"):

- Lord of the Rings meets the Sopranos
- The War of the Roses with dragons



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Contest #

Twitter Pitch Events

- Pitch Party (Examples: [#PitMad](#) [#DVPit](#) [#PitDark](#))
 - Party = wide open, everyone eligible
 - Authors tweet MS pitch using correct hashtags
 - A heart or fav from an agent or editor is an invitation to query/submit
- Pitch Contest (Examples: [#PitchWars](#) [#QueryKombat](#))
 - Contest = Wide open submission followed by selection process
 - Authors submit query (or pitch) + first pages (250 words) via email
 - Selected entries enter Mentoring Round when agented authors or editors workshop
 - Shiny new letters/pages/queries move to Agent Round

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PITCH

Genre

Contest #

Age

Category

Sub-genre

Hashtag Guide

Age Categories:

#PB = Picture Book
#C = Children's
#CB = Chapter Book
#CL = Children's Lit
#MG = Middle Grade
#YA = Young Adult
#NA = New Adult
#A = Adult

Genres/Sub-genres:

#AC = Action
#AD = Adventure
#BIZ = Bizarro Fiction
#CF = Christian Fiction
#CON = Contemporary
#CR = Contemporary Romance
#DV = Diversity

#E = Erotica
#ER = Erotic Romance
#ES = Erotica Suspense
#F = Fantasy
#FTA = Fairy Tale Retelling
#H = Horror
#HA = Humor
#HF = Historical Fiction
#HR = Historical Romance
#INSP = Inspirational
#MR = Magical Realism
#M = Mystery
#Mem = Memoir
#MA = Mainstream
#MH = Mental Health
#LF = Literary Fiction
#NF = Non-fiction
#P = Paranormal
#PR = Paranormal Romance
#R = Romance

#RS = Romantic Suspense
#S = Suspense
#SF = SciFi
#SPF = Speculative Fiction
#STEM = Science, Technology, Engineering, Mathematics
#T = Thriller
#UF = Urban Fantasy
#VF = Visionary Fiction
#W = Westerns
#WF = Woman's Fiction

Other hashtags:

#POC = People of Color
#OWN = OwnVoices
#LGBT
#IRMC = Interracial/Multicultural

pitchwars.org/pitmad

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Genre

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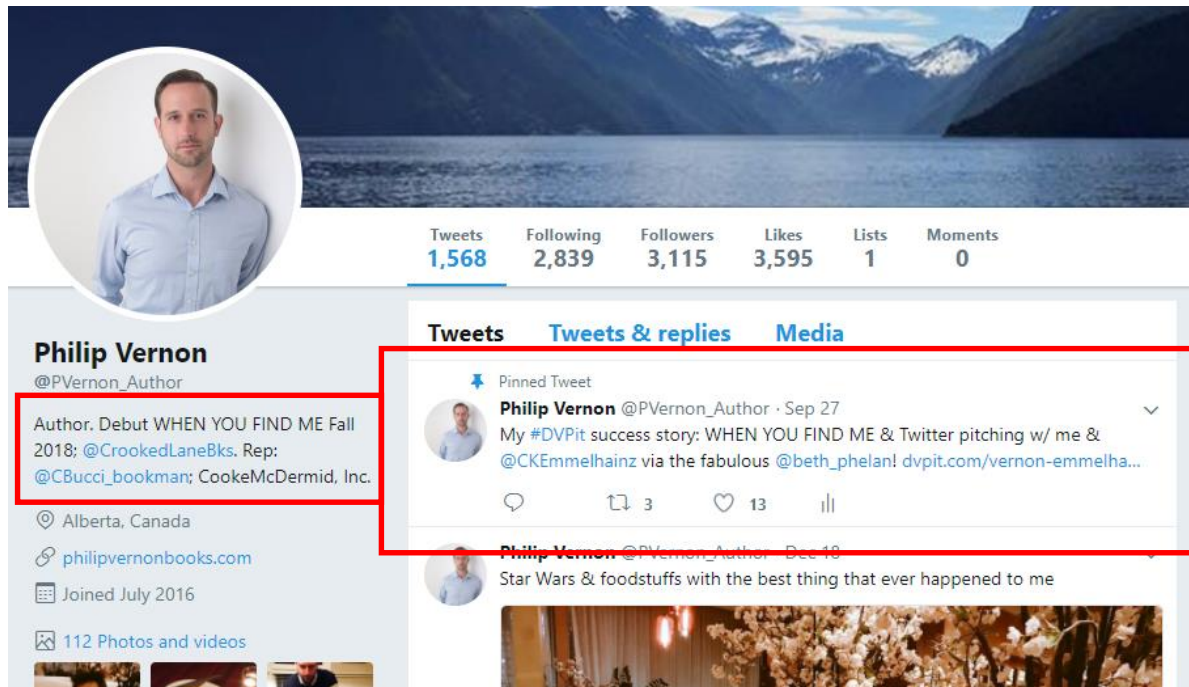
Ag/Ed

Category

Requests!

Agent Amazing fav'd my tweet. Now what?

- Refer to Agent/Editor Twitter Account for submission instructions (usually “pinned” or in profile description).



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<http://absolutewrite.com/forums/forum.php>

Agent Amazing fav'd my tweet. Now what?

- Refer to Agent/Editor Twitter Account for submission instructions (usually “pinned” or in profile description).
- Make certain Agent Amazing is *actually* amazing. You are never obligated to submit.
- What the hell are you waiting for? SUBMIT!*

**Don't forget to record in QueryTracker or your spreadsheet!*



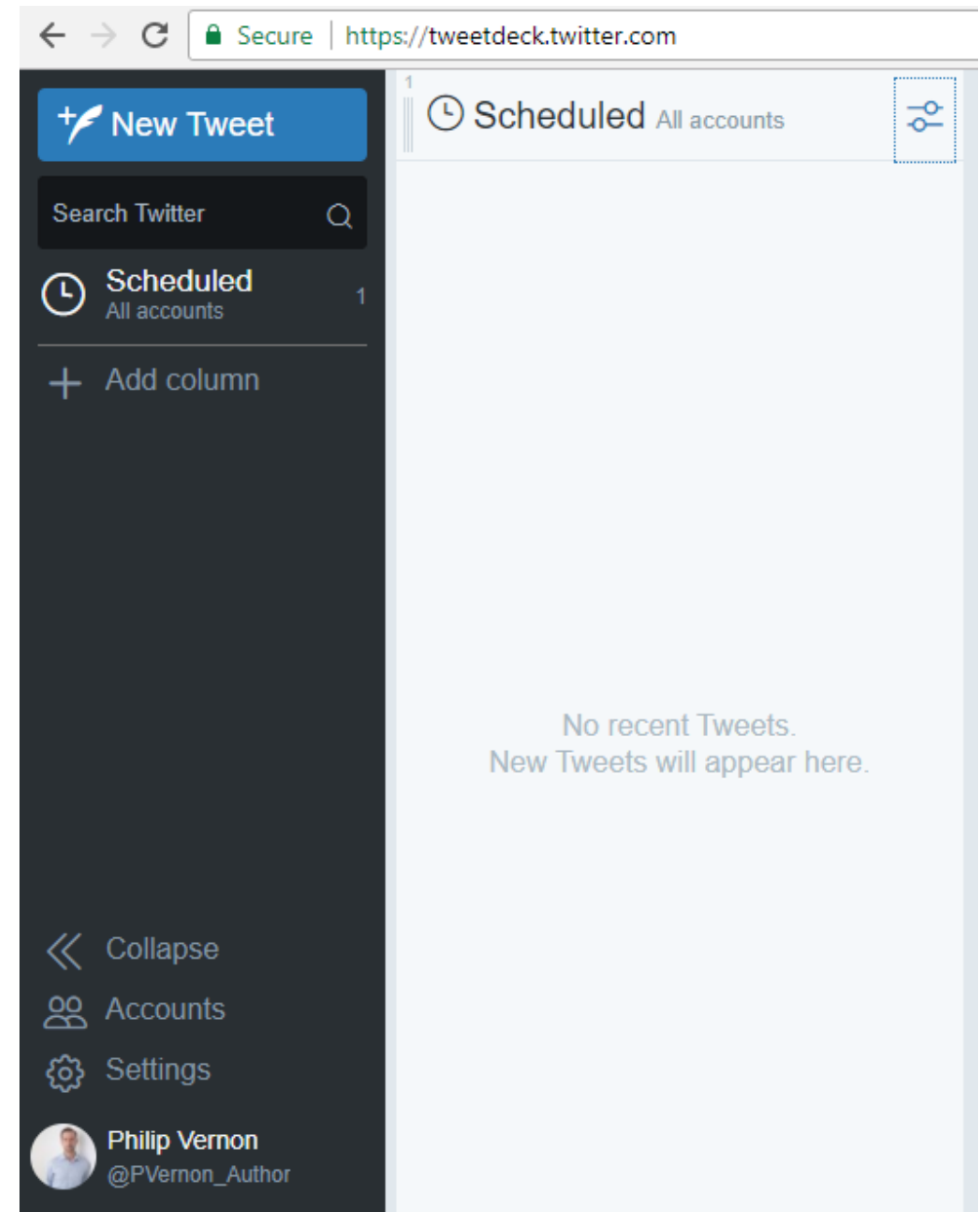
Agent Amazing fav'd my tweet. Now what?

1. **Golden Ticket** out of Slush
2. Quick request/pass—higher chance rejection is personalized w/ feedback
3. Often request more material (partial/full)
4. Agents you never thought to query
5. Chance to skip need for rep (or leverage offer to get rep for future books)

Consider Scheduling Pitches

- Schedule your pitches ahead of time to avoid typos & stress
- Ensure you're following the rules
- Mix it up (comps then logline then different comp etc.)
- Adapt as the contest runs (re-post a super successful pitch in place of one that didn't do so well. Don't forget to get your pitches beta'd!)

[tweetdeck.com](https://tweetdeck.twitter.com)



My Experience

TRY NOT TO BREATHE x MIDNIGHT IN THE GARDEN OF
GOOD & EVIL = ANNIE, a Southern Gothic psychological
#suspense #DVpit #Own

My Experience

1. Senior Acquisitions Editor of Crooked Lane Books asked for a query
2. Same Day: Full request
3. Many moons later: Asked for a phone call/offer of pub
4. Took offer to agents → Signed with CookeMcDermid →
Negotiated a better contract
5. Pub date: Sept 11, 2018
6. Agent shopping BATH HAUS (new book)

...because I gave it a shot. YOU SHOULD, TOO!

#ThankYou

Hangout with me on Twitter: [@PVernon_Author](#)

Email me your questions: philipvernon.author@gmail.com

Interview with me & my editor on Twitter Pitching: <http://dvpit.com/vernon-emmelhainz>

Contest/event calendar: <http://micascottikole.com/events/>

WHEN YOU FIND ME

Sept 11, 2018 wherever books are sold!

~~Group Therapy~~ Writing Community of Twitter



Post about your journey

Let others know what you're up to:

#amwriting
#amediting
#amquerying
#amreading

Ask professionals:

#askagent
#askeditor
#pubtip

What are folks looking for?

#MSWL

www.manuscriptwishlist.com



Tweet your work via Writing Games

- Games for everyday of the week (#1LineWed #SlapDashSat #ThruLineThurs)
- Usually themed (love, death, redemption)
- Authors tweet lines from WIP (great way to edit/test taglines)
- This is about making friends (don't use it to sell your work)

@writevent by @micascotti



TUESDAY WRITING EVENTS

#TueStories - Theme pic @janicefosse

#FoodParty - Theme @foodpartytues

#TuesTropes - Theme @chipmunkofpower

#BookishTues - Theme @_NicolaNoble_

#TerraTues - Theme @LeighMLorien

#TuesTell - Dialogue theme @ Impiercebooks

@writevent

Participate in hosted chats with other authors in your fav genres

- Quote RT answers to posed questions. Hear what other authors are saying. Tell the world what you're working on!

Examples:

#WIPchat

#DVchat

#DarkLitChat



Find Awesome Critique Partners (CPs)

- Some chats promote connecting with likeminded CP's (#Chance2Connect)
- Pitch Parties often have events during run-up that offer chances to exchange pages, pitches, etc.

@_KimChance

