

**IFWA MEETING**  
**Thursday, May 7, 2020, 7:00 PM**  
**ONLINE**  
**MINUTES**

**Information Items:**

**New Members: none**

**Attendance:** 31 online on Zoom

| <b>Time</b> | <b>Topic</b>  | <b>Person</b>   |
|-------------|---|---|
| 7:00 PM     | <p><b><u>Critiques</u></b></p> <ul style="list-style-type: none"> <li>• Crit 1: Shannon Allen – old-style science-fiction<br/>Crit by Calvin Jim and Celeste Peters</li> <li>• Crit 2: Jim Sheasby – sci-fi – moon mining<br/>Crit by Mark Watson and Shannon Allen</li> </ul>  | <p>Selene</p> <p>Shannon<br/>Cal / Celeste<br/>Mark / Shannon</p> |
|             | <p><b><u>Crits for June, 2020</u></b></p> <ul style="list-style-type: none"> <li>• Crit 1: Randall – Twilight Zone story – reworking of red button – Crit by Jim Sheasby &amp; Rex Lenicek</li> <li>• Crit 2: Kathy Briant – short story – sci fi with kids – Crit by Dave Worsick &amp; Amurlee Ashton</li> </ul>  | <p>Selene</p>   |
| 7:00 PM     | <p><b><u>Skills Session</u></b></p> <p>Authoring Websites: Landing Pages on the Cheap<br/>See attached presentation</p> <ul style="list-style-type: none"> <li>• Book Landing Pages</li> <li>• Why have a web presence – make yourself visible</li> <li>• Build a community and find your niche</li> <li>• It doesn't matter where you are on your writing journey.</li> <li>• What are landing pages?</li> <li>• Campaign-specific page with one single call to action and no website navigation</li> <li>• Must induce people to buy the book.</li> <li>• Have “buy” links</li> <li>• Have Newsletter signup, links to other books and links to your author page</li> <li>• Website hosting criteria <ul style="list-style-type: none"> <li>• Should have no ads (hurts branding)</li> <li>• Custom domain</li> <li>• Generous bandwidth (ie Wix gives little bandwidth)</li> </ul> </li> <li>• What happens if you have nothing published? – have to find niche. Selling self as author – someone with a unique perspective in the world. Author page will direct people to Facebook and Twitter accounts</li> </ul> | <p>Adriaan Brae</p>   |
| 7:50 PM     | <p><b><u>Call for Agenda Items</u></b></p> <ul style="list-style-type: none"> <li>• Skills session list – If you want to be added to the Skills Session list, please contact Rex.</li> <li>• Susan Forest can do “the Virgin’s Promise” presentation</li> </ul>   | <p>Michael</p>  |

| Time    | Topic  | Person  |
|---------|--|---------|
| 7:50 PM | <u><b>Braggs</b></u> <ul style="list-style-type: none"> <li>• Jeanette - second book Return to Atlantis was soft-launched in March</li> <li>• Paul Cooper – Small independent film company has taken one of my short stories and combined it with others to create script</li> <li>• Ron Friedman – will be giving presentation with SF Canada on Characterization – will be online</li> <li>• Ellen Easton – got published in 100 horrors – 4 of 4 subs</li> <li>• Susan Forest – made a lot of money – might pay self this year – nothing to spend it on this year</li> <li>• Dave Worsick will be retired in a few weeks</li> <li>• Paul Cooper – cultural milestone – had screenplay rejected by company in Paris</li> <li>• Did anyone submit to On Spec? – Usually they get back to you quicker – Michael submitted to them but has heard nothing back – a few months</li> </ul> | Michael |
| 8:30 PM | <u><b>Discuss / Decide</b></u> <ul style="list-style-type: none"> <li>• IPB – Brent - contest has been cancelled for 2020. Anyone who has submitted a story will get some feedback but no prizes will be handed out. Nothing else will be done. Will be back in 2021.</li> <li>• Enigma Front – still working on it – Chris Carolan has been very busy</li> <li>• Word on the Street may still take place in Lethbridge in September. Depends on social distancing. May run a table. Have tables and readings</li> </ul>   | Michael |
| 8:45 PM | <u><b>Announcements</b></u> <ul style="list-style-type: none"> <li>• <b>Aurora Ballot released tomorrow.</b> Look at it for the fantastic news – voters package coming together – when we get the last couple of confirmations, we will put out ballot – Voters package available on May 18. Voting will start on June. Closes on end of July (25<sup>th</sup>?).</li> </ul>   | Michael |

**Next Meeting:** Thursday June 4, 2020 (ONLINE)

**Next Skills Session:** Dale McShannock – TBA