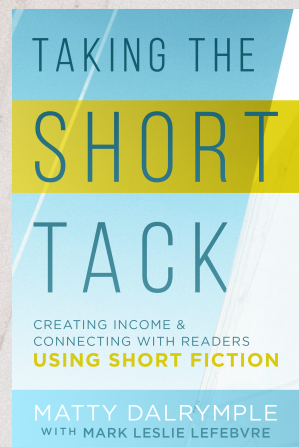


TAKING THE SHORT TACK

CREATING INCOME & CONNECTING WITH READERS USING SHORT FICTION

Brandywine Valley Writers Group, 19 May 2020



WHY SHORT FICTION NOW?

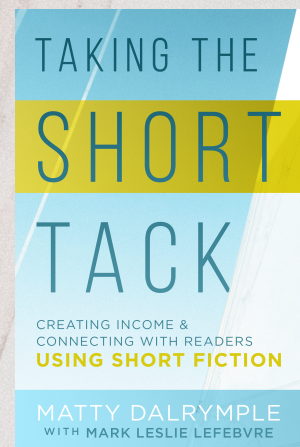
“The one bright spot in traditional publishing, and this bright spot isn’t just bright, it’s luminescent ... is short fiction.”

–Kristine Kathryn Rusch

Lower cost of entry > More platforms for authors

Less time for readers > Desire for “quick hits” of story

The greater output of short fiction must be based on its shorter length and decreased complexity in comparison to novel-length work, NOT on lower quality.



TAKING THE SHORT TACK

Creating Income & Connecting with Readers Using Short Fiction

CREATING INCOME

Traditional Publishing Market
Anthologies & Collections
Mechanics of Indy Anthologies
Standalone e-books
e-book Collections
Serials
Foreign Language Markets
Audio
Patron Support
Getting Unstuck

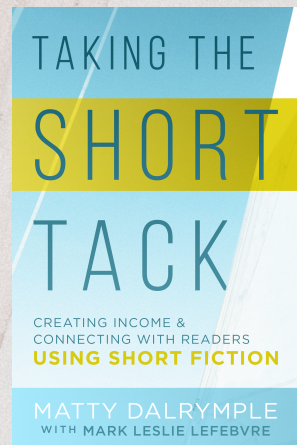
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Offering Your Story for Free
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Reader Magnet
Video
Author Readings
Market Research
Flash Fiction and Micro-Fiction
Chapbooks
Bonus Material
Custom Story
Location-based Apps
When the Reader Is an Agent

BEST PRACTICES

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Cover Design
Links and QR Codes
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www.theindyauthor.com > *THE SHORT TACK*



WHO ARE WE?

Matty Dalrymple is the author of the Ann Kinnear Suspense Novels and Suspense Shorts and the Lizzy Ballard Thrillers. She also writes, podcasts, and consults on independent publishing as The Indy Author™. Matty is the principal at William Kingsfield Publishers.

www.mattydalrymple.com | www.theindyauthor.com



Mark Leslie Lefebvre is the author (as Mark Leslie) of numerous horror short stories and curator / editor of horror anthologies. He writes, speaks, consults, and podcasts based on his more than a quarter-century of experience in writing, publishing, and bookselling. He established the Kobo Writing Life author program and is the Director of Business Development at Draft2Digital.

www.markleslie.ca | www.starkreflections.ca



WHY "THE SHORT TACK"?

To "short tack" is "to tack several times in rapid succession when sailing upwind in a narrow waterway."

*We'll see how the rapid release of short fiction can help you make the most of opportunities posed by **the always changing winds of the marketplace.***

A national champion sailing instructor says, "From a racing perspective it is generally faster to make several short tacks over a distance of a racecourse. Here is why: while moving up the race course a sailor has the opportunity to read and react to shifts. There are ALWAYS wind shifts, no matter how small."

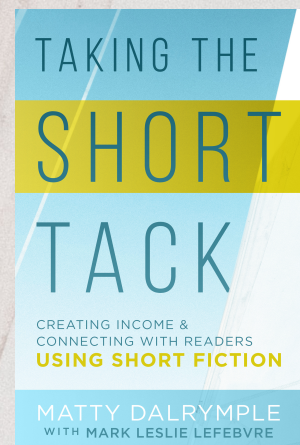
*Replace "wind" with "market," and you'll see how authors can use short fiction to **test the waters of new opportunities**—"several short tacks"—rather than with one larger work.*

The website Skipper Tips advises, "If your engine dies one day—and you can bet it will—the ability to 'short-tack' could be vital to know."

*We'll discuss how you can use short fiction to **get unstuck in a longer work.***

And *Sailing World* recommends the short tack when "you're sailing toward more wind, getting a better lane, or sailing towards a significant gain, such as favorable current."

*We will explore how you can take advantage of **today's favorable currents** for short fiction.*



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Editing and Proofreading

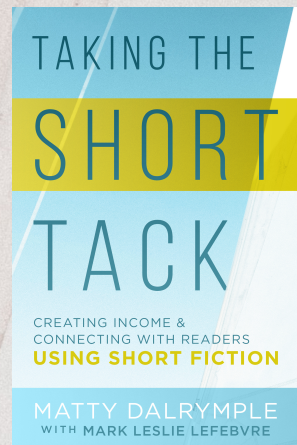
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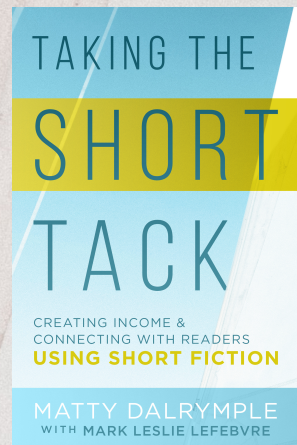
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TRADITIONAL PUBLISHING MARKET

BENEFITS

Income
Editorial services
Production
Prestige

CONSIDERATION

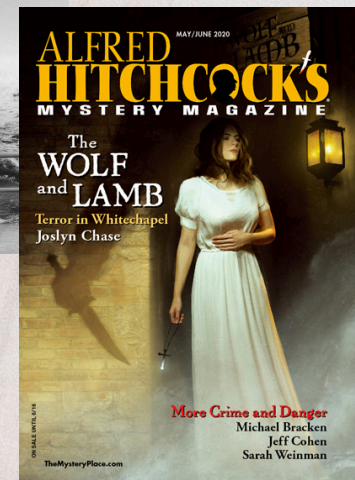
Simultaneous submissions
Reprints
Availability
Rights

RATES

Pro (\$0.08 / word)
Semi-pro
Token

SOURCES

Writer's Market
Duotrope
Ralan
Submittable



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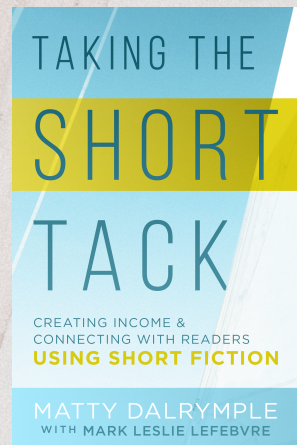
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STANDALONE E-BOOKS

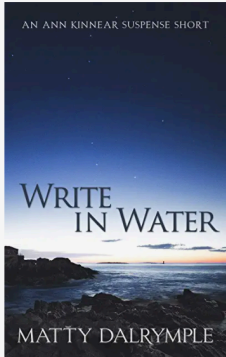
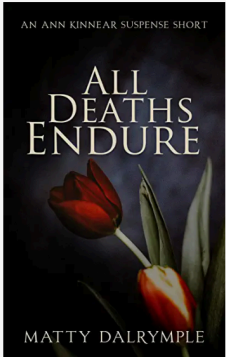
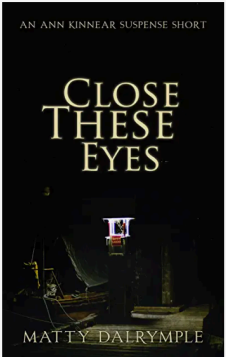
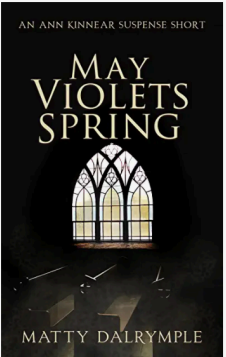
BENEFITS

Avoid the gatekeepers*
Avoid the glitches
Plan your own schedule
Track your payments

**You must be your own gatekeeper*

LOGISTICS

Pricing
Categories (Anthologies,
Short Stories)

			
Matty Dalrymple Write in Water: An Ann Kinne... Suspense Short (The Ann Kinnea... ★★★★★ ∨ 1 Kindle \$0.00 \$0.99 before your credits.	Matty Dalrymple All Deaths Endure: An Ann Kinne... Suspense Short (The Ann Kinnea... ★★★★★ ∨ 1 Kindle \$0.00 \$0.99 before your credits.	Matty Dalrymple Close These Eyes: An Ann Kinne... Suspense Short (The Ann Kinnea... ★★★★☆ ∨ 4 Kindle \$0.00 \$0.99 before your credits.	Matty Dalrymple May Violets Spring: An Ann Kinne... Kinne... Suspense Short (The An... Kindle \$0.00 \$0.99 before your credits.

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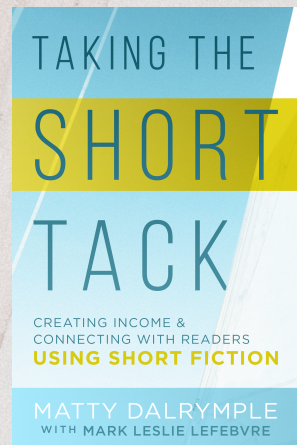
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FOREIGN LANGUAGE MARKETS

BENEFITS

Translation provided by publisher

Income on top of English-language rights

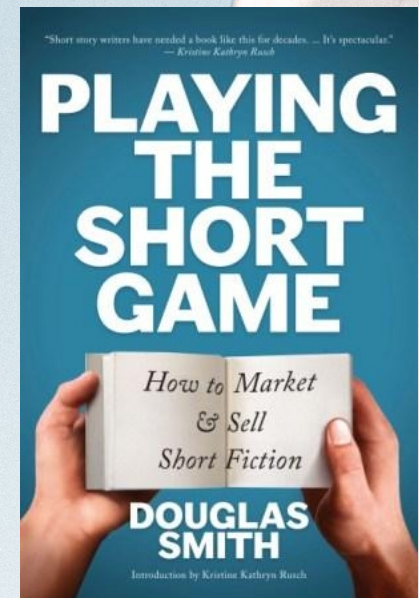
Resume-builder

CONSIDERATIONS

Make sure you understand payment process

RESOURCES

Douglas Smith's Foreign Market List



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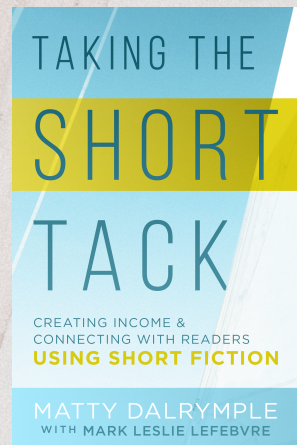
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GETTING UNSTUCK

“If your engine dies one day—and you can bet it will—the ability to ‘short-tack’ could be vital.”

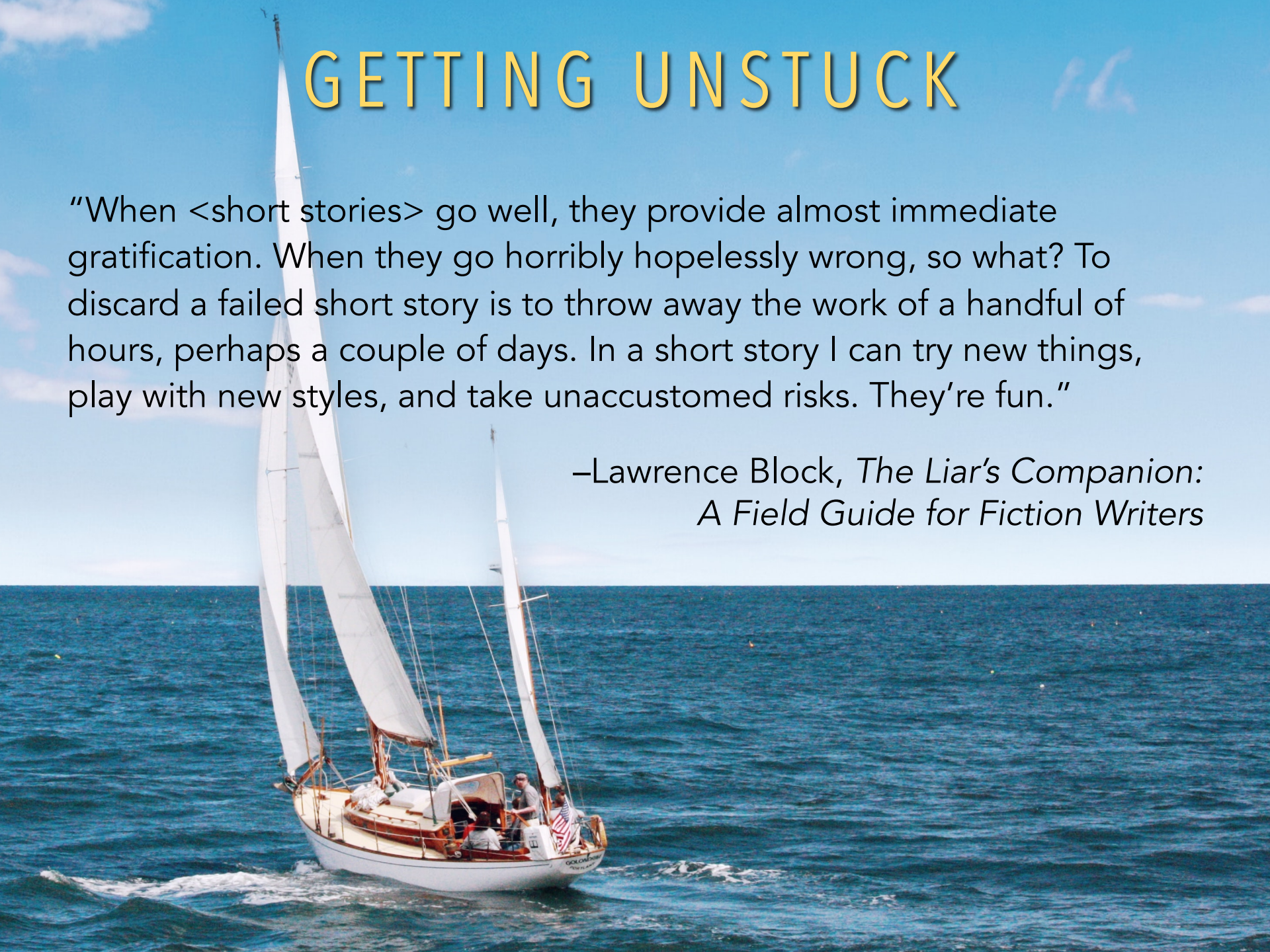
–Skipper Tips



GETTING UNSTUCK

“When <short stories> go well, they provide almost immediate gratification. When they go horribly hopelessly wrong, so what? To discard a failed short story is to throw away the work of a handful of hours, perhaps a couple of days. In a short story I can try new things, play with new styles, and take unaccustomed risks. They’re fun.”

–Lawrence Block, *The Liar’s Companion: A Field Guide for Fiction Writers*



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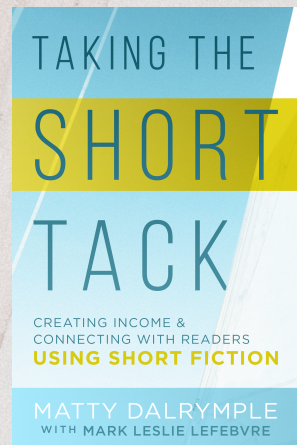
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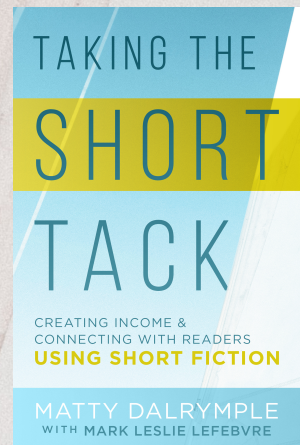
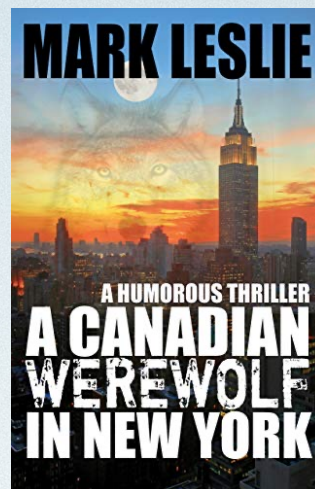
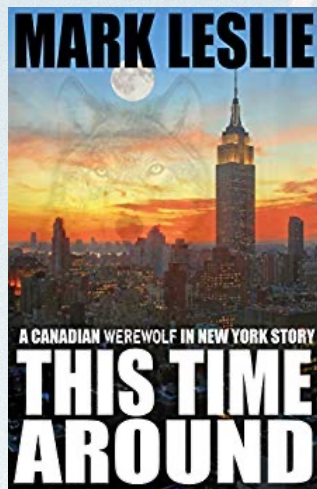
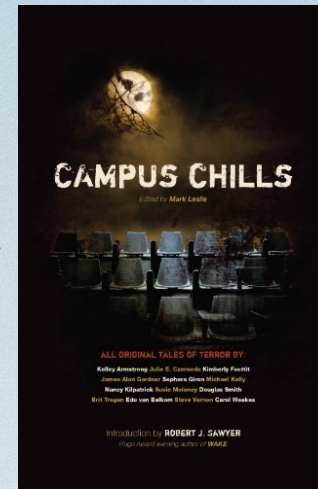
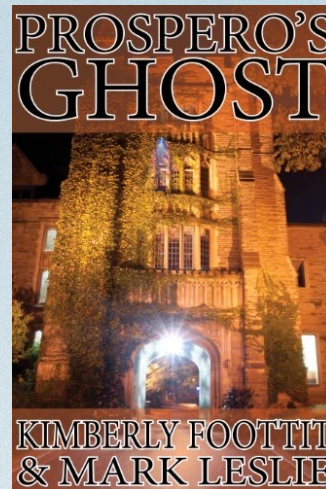
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READER FUNNEL

Introduce readers to your style, world, characters ...



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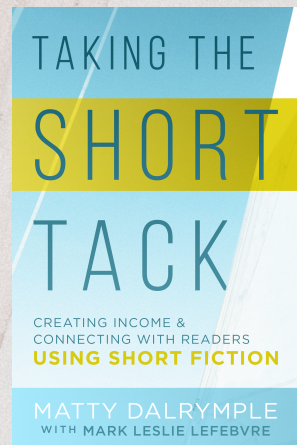
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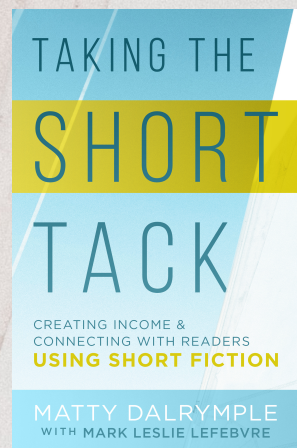
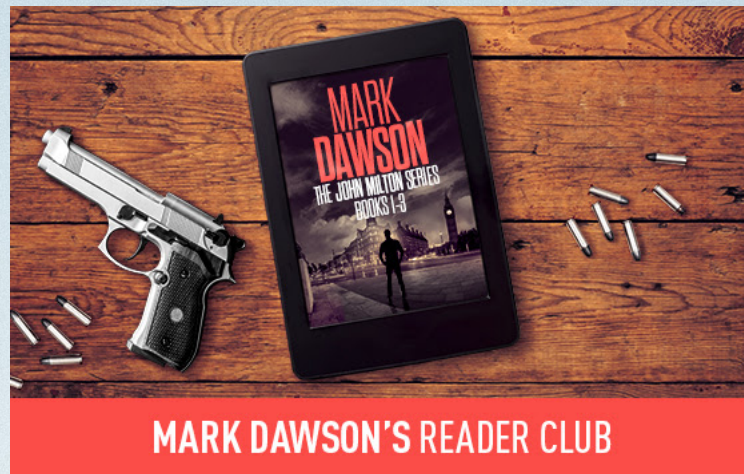
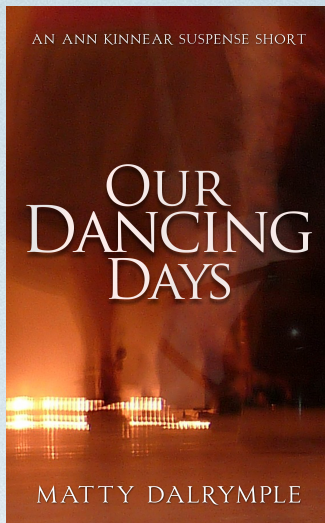
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READER MAGNET

Incent readers to stay in touch via a platform you control ...



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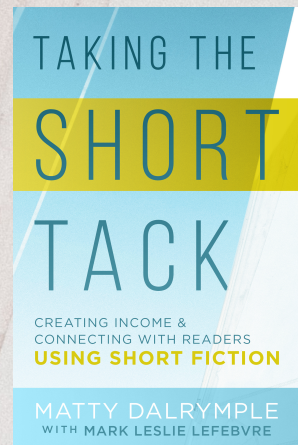
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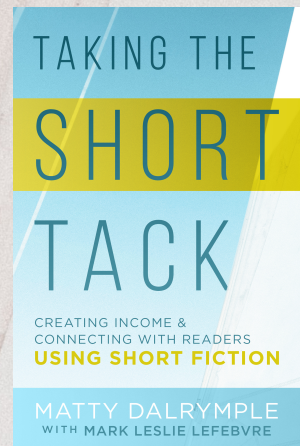
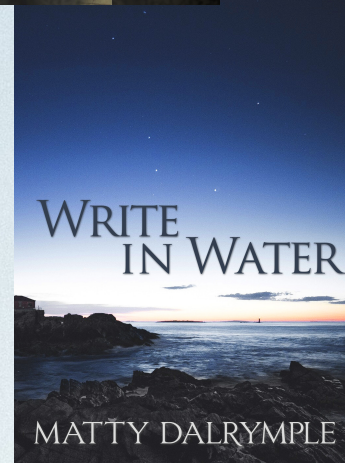
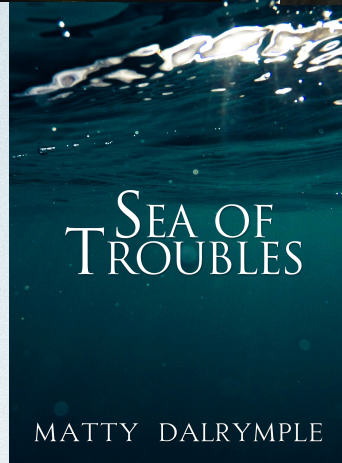
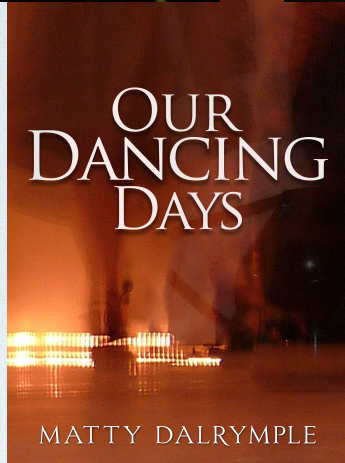
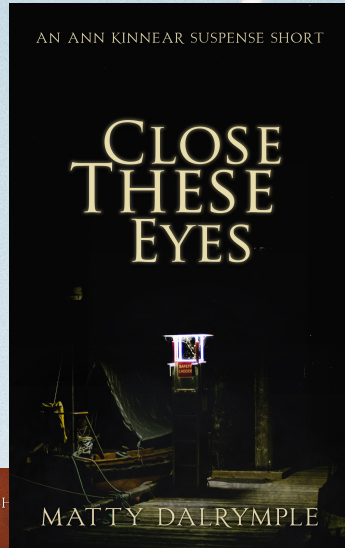
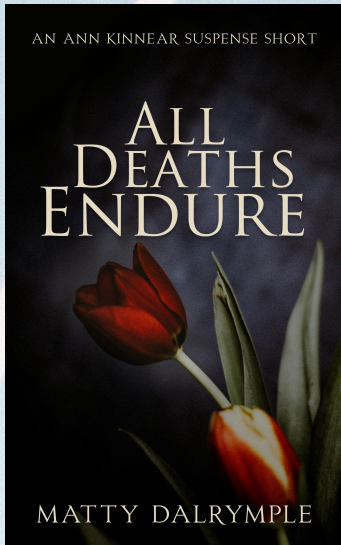
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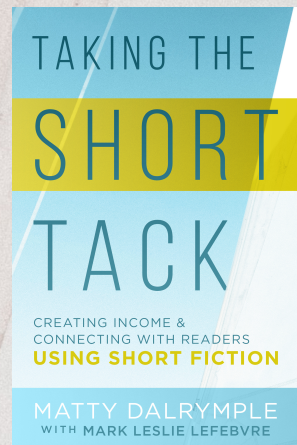
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The COPE journey of Mark's "Browsers," a short story about a bookstore that is to book nerds what a Venus fly trap is to insects ...

1999 – Sold first rights to *Challenging Destiny* for semi-pro rates and two contributor's copies of the magazine

2004 – Reprinted in collection *One Hand Screaming* in chapbook format for free distribution at book festival and author events

2008 – Sold reprint rights to anthology *Bound for Evil* for semi-pro rates and two hardcover copies of the anthology

2008 – Reprinted in *Active Reader: And Other Cautionary Tales from the Book World*, a print-on-demand chapbook

2015 – Released in ebook version of *Active Reader*

2017 – Released in audiobook version of *Active Reader* anthology via Findaway Voices

2019 – Released as re-edited chapbook in e-book format and print

2020+ - Stay tuned ...



WHERE ARE WE?

You can find **Matty Dalrymple** at:

www.theindyauthor.com

The Indy Author Podcast

The Indy Author on Facebook (and Twitter)

www.mattydalrymple.com

Matty Dalrymple on Facebook (and Twitter)



You can find **Mark Leslie Lefebvre** at:

www.markleslie.ca

www.starkreflections.ca

The Stark Reflections on Writing & Publishing Podcast

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