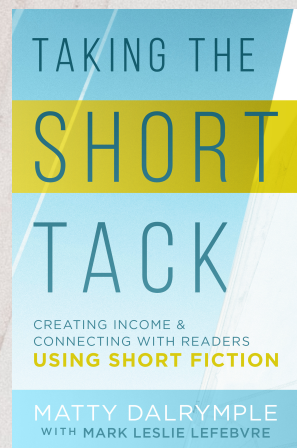


# TAKING THE SHORT TACK

CREATING INCOME & CONNECTING WITH READERS USING SHORT FICTION

Main Line and Wilmington-Chadds Ford Writers' Groups 27 July 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*



# 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](http://www.mattydalrymple.com) | [www.theindyauthor.com](http://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](http://www.markleslie.ca) | [www.starkreflections.ca](http://www.starkreflections.ca)



# 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

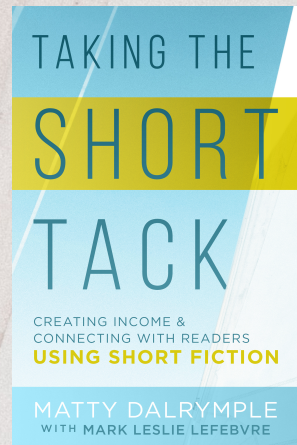
## CONNECTING WITH READERS

Offering Your Story for Free  
Reader Funnel  
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

Editing and Proofreading  
Cover Design  
Links and QR Codes  
Being an Active Member of the  
Community  
Create Once, Publish Everywhere

[www.theindyauthor.com](http://www.theindyauthor.com) > *THE SHORT TACK*



# WHY "THE SHORT TACK"?

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

*You can use short fiction to make the most of opportunities posed by **the always changing winds of the marketplace.***

"From a racing perspective it is generally faster to make several short tacks over a distance of a racecourse. ... 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."

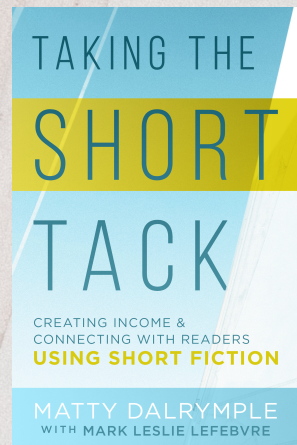
*You can use short fiction to **test the waters of new opportunities.***

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

*You can use short fiction to **get unstuck in a longer work.***

Use the short tack when "you're sailing toward more wind, getting a better lane, or sailing towards a significant gain."

*You can take advantage of **today's favorable currents** for short fiction.*



# CRAFTSMANSHIP IS STILL KEY



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.

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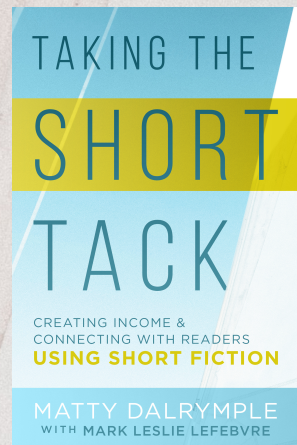
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Links and QR Codes

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Creating Income & Connecting with Readers Using Short Fiction

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- Getting Unstuck

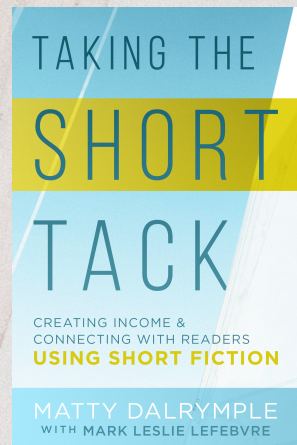
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# TRADITIONAL PUBLISHING MARKET

## BENEFITS

Income  
Editorial services  
Production  
Prestige

## CONSIDERATION

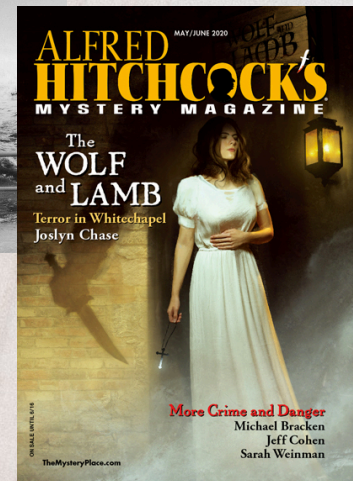
Simultaneous submissions  
Reprints  
Availability  
Rights

## RATES

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

## SOURCES

Writer's Market  
Duotrope  
Ralan  
Submittable



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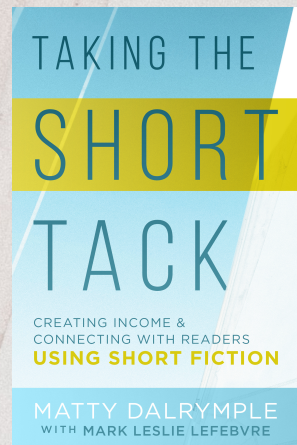
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# STANDALONE E-BOOKS

## BENEFITS

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

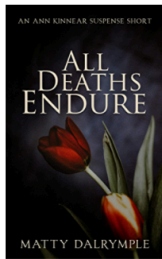
## LOGISTICS

Pricing  
BISAC categories Short  
Stories, Anthologies

*\*You must be your own gatekeeper*



Close These Eyes: An Ann Kinnear Suspense Short (The Ann Kinnear...  
› Matty Dalrymple  
★★★★☆ 4  
Kindle Edition  
\$0.99



All Deaths Endure: An Ann Kinnear Suspense Short (The Ann Kinnear...  
› Matty Dalrymple  
★★★★★ 1  
Kindle Edition  
\$0.99



The Sense of Reckoning: An Ann Kinnear...  
› Matty Dalrymple  
★★★★☆ 27  
Kindle Edition  
\$4.99  
Purchased Mar 2018



May Violets Spring: An Ann Kinnear Suspense Short (The Ann Kinnear Suspense Shorts)  
› Matty Dalrymple  
Kindle Edition  
\$0.99



Sea of Troubles: An Ann Kinnear Suspense Short (The Ann Kinnear Suspense Shorts)  
› Matty Dalrymple  
Kindle Edition  
\$0.99



Rock Paper Scissors: A Lizzy Ballard Thriller...  
› Matty Dalrymple  
★★★★☆ 35  
Kindle Edition  
\$2.99  
Purchased Mar 2018



The Iron Ring: A Lizzy Ballard Thriller (The Lizzy Ballard Thrillers Book 3)  
› Matty Dalrymple  
★★★★★ 10  
Kindle Edition  
\$4.99

# TAKING THE SHORT TACK

Creating Income & Connecting with Readers Using Short Fiction

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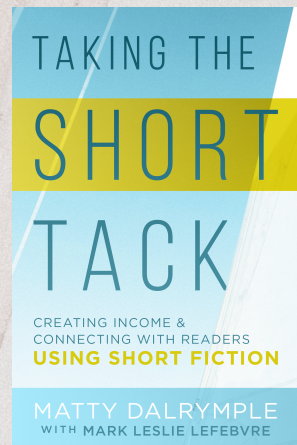
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# FOREIGN LANGUAGE MARKETS

## BENEFITS

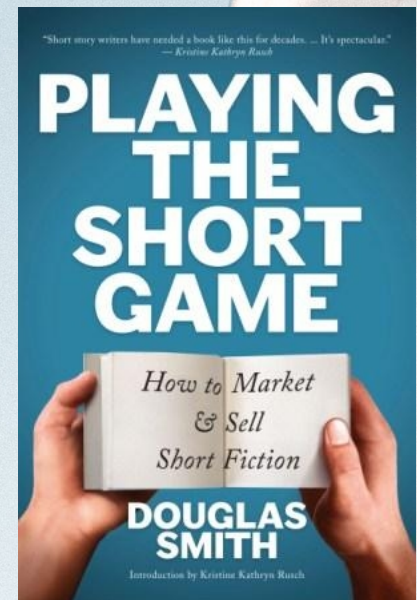
Translation provided by publisher  
Income on top of English-language rights  
Resume-builder

## CONSIDERATIONS

Make sure you understand payment process

## RESOURCES

Douglas Smith's Foreign Market List



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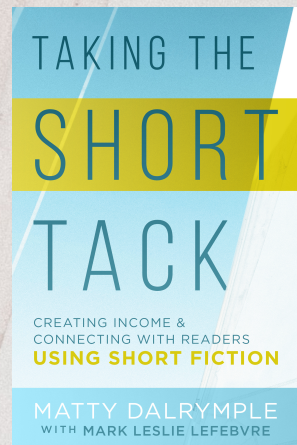
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# GETTING UNSTUCK

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

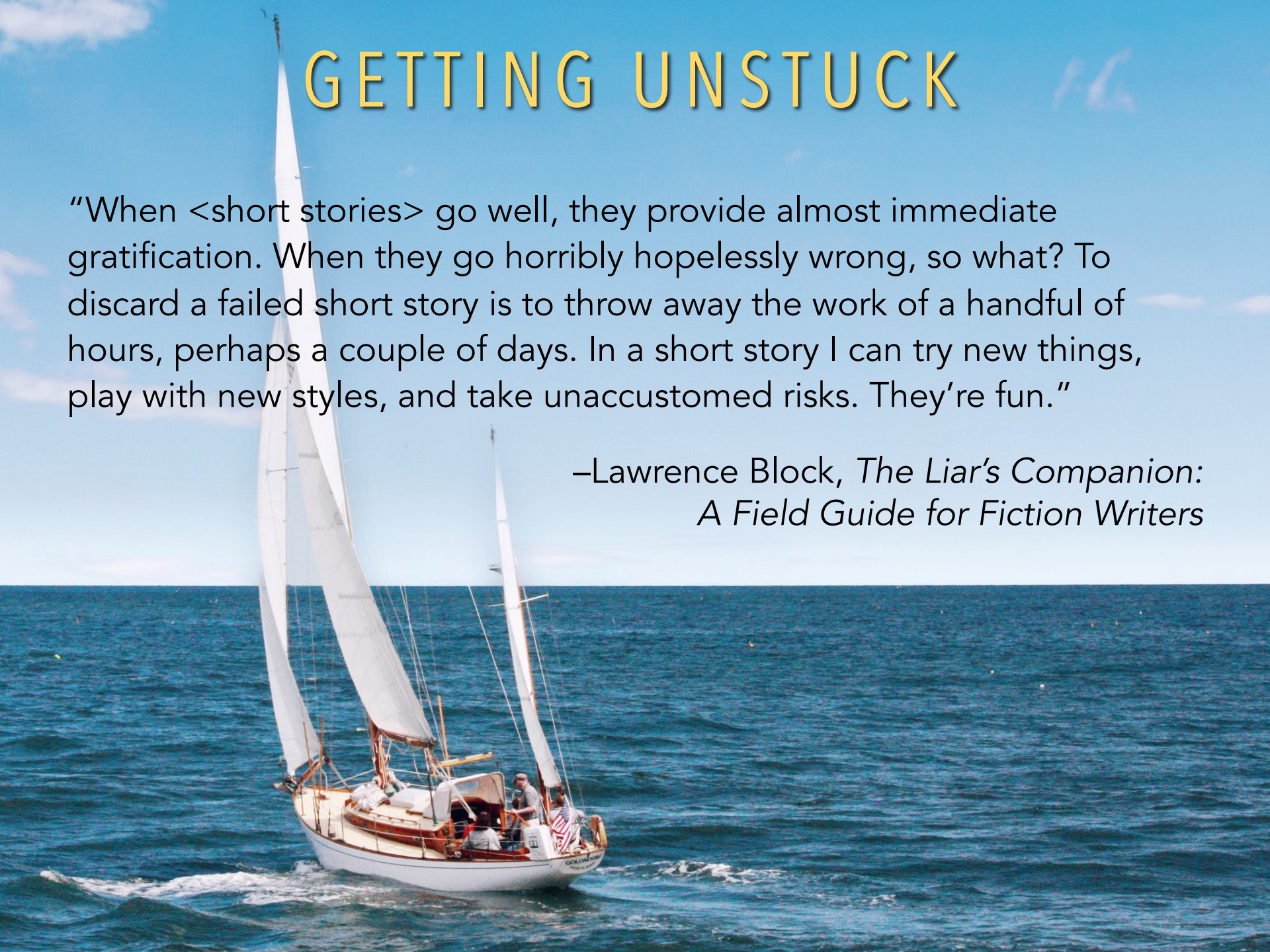
*–Skipper Tips*



# 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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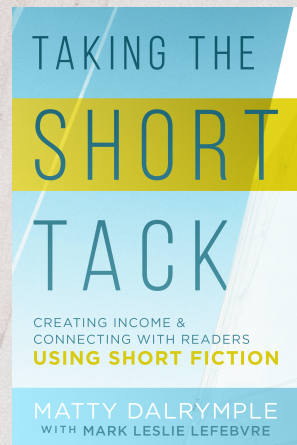
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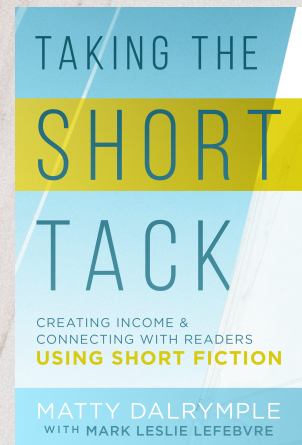
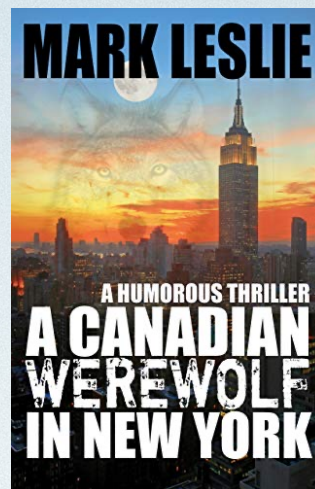
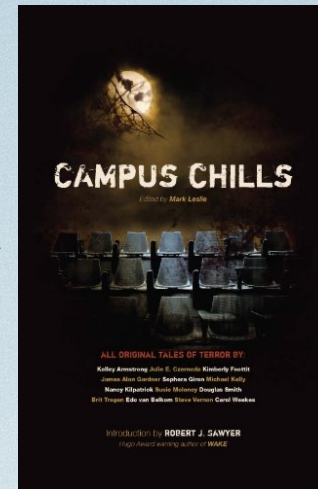
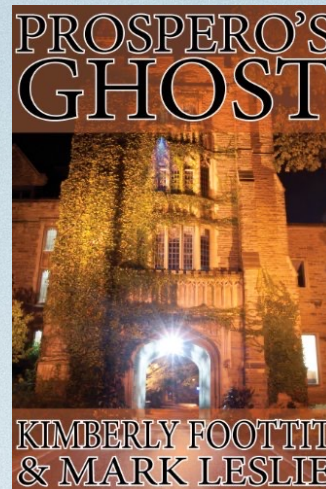
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# READER FUNNEL

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



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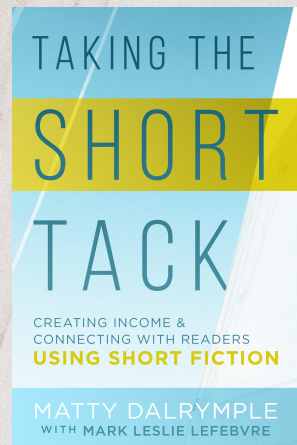
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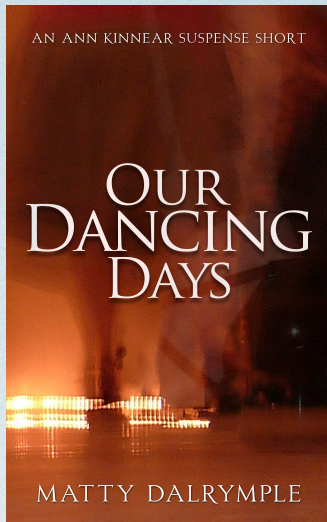
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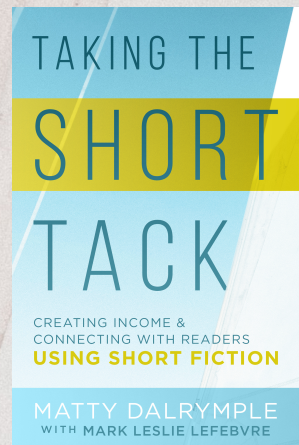
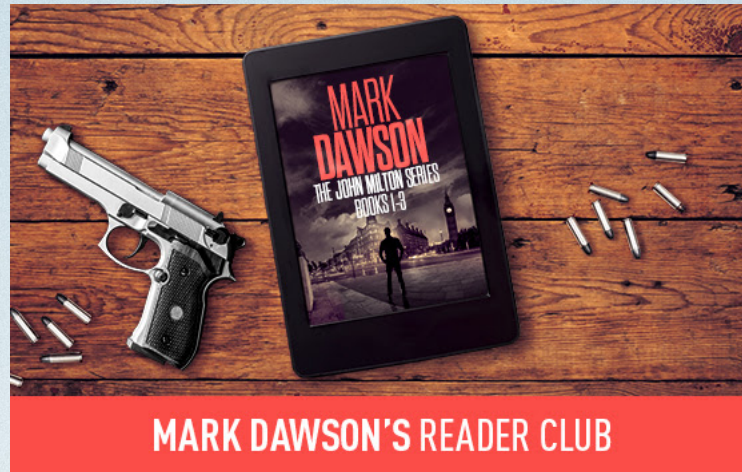


# READER MAGNET

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



\*



\* Sign up at [mattydalrymple.com](http://mattydalrymple.com) > About & Contact

# TAKING THE SHORT TACK

Creating Income & Connecting with Readers Using Short Fiction

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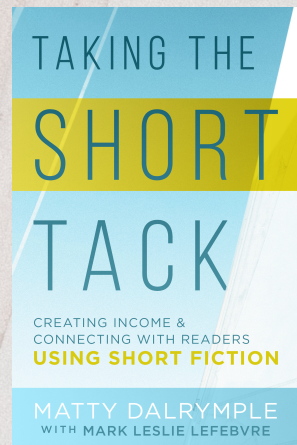
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# FLASH / MICRO FICTION

<1,000 words ... sometimes far fewer

*For sale: Baby shoes. Never worn.*



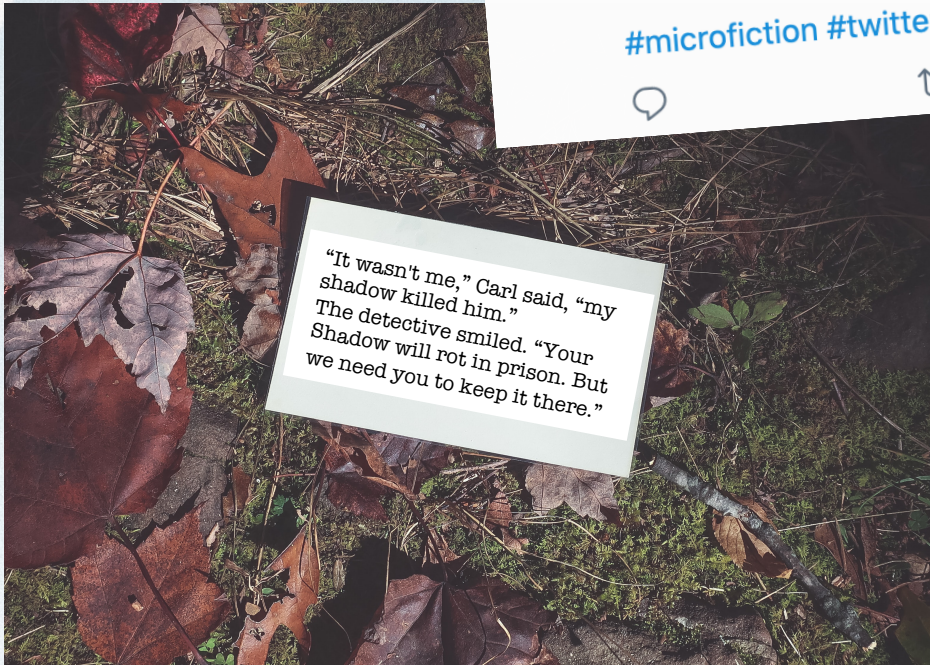
**Mark Leslie Lefebvre** @MarkLeslie · 5m

"It wasn't me," Carl said, "my shadow killed him."  
The detective smiled. "Your Shadow will rot in prison. But we need you to keep it there."

#microfiction #twitterfiction



1



"It wasn't me," Carl said, "my shadow killed him."  
The detective smiled. "Your Shadow will rot in prison. But we need you to keep it there."

TAKING THE  
SHORT  
TACK

CREATING INCOME &  
CONNECTING WITH READERS  
USING SHORT FICTION

MATTY DALRYMPLE  
WITH MARK LESLIE LEFEBVRE

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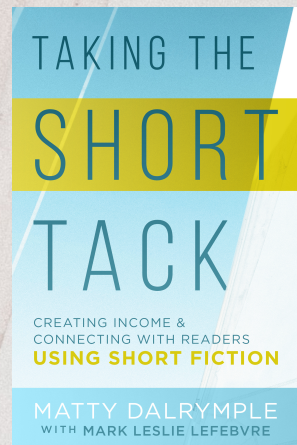
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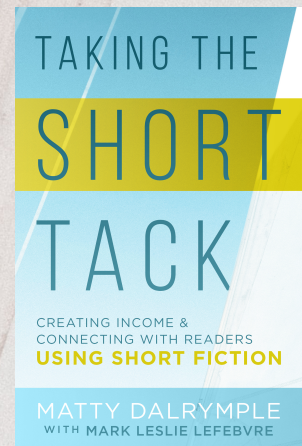
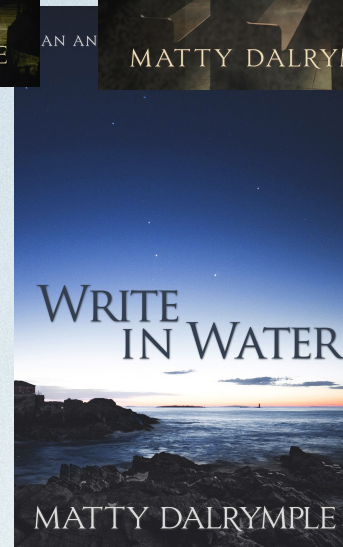
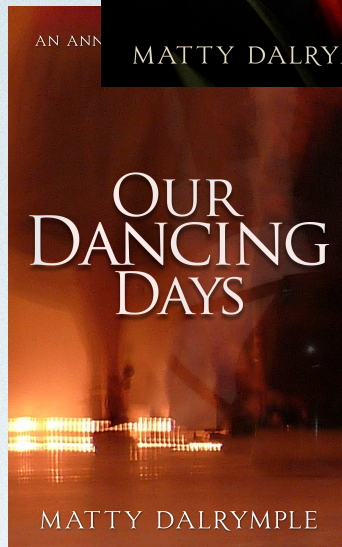
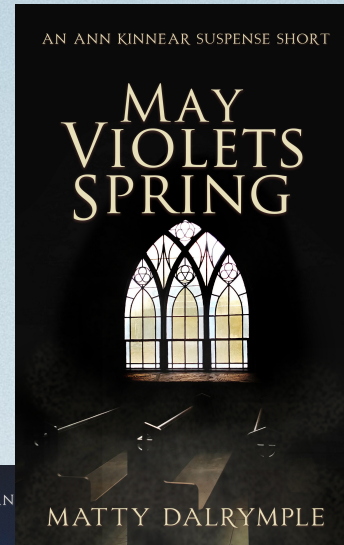
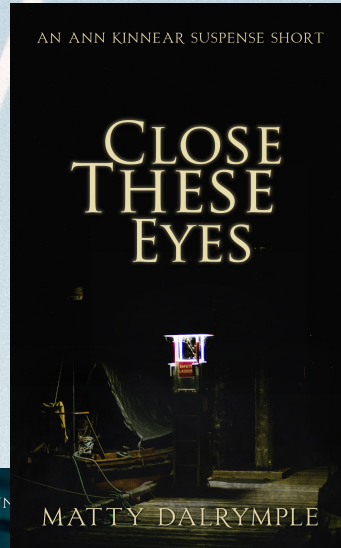
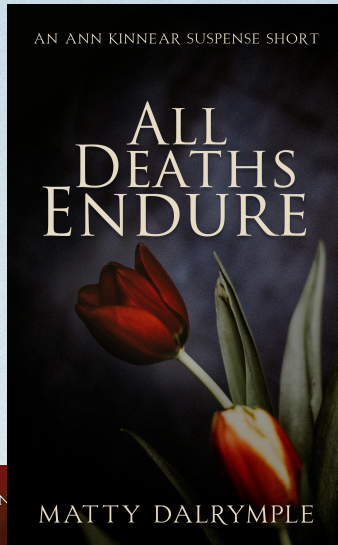
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# COVER DESIGN





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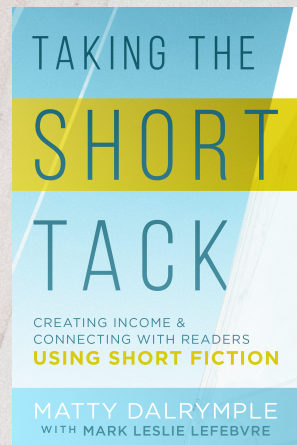
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# CREATE ONCE, PUBLISH EVERYWHERE

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

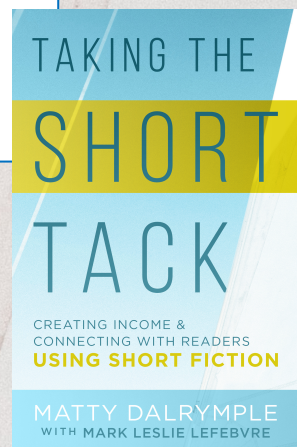
2019 – Released as re-edited chapbook in e-book format and print

2020+ - Stay tuned ...



# FOR MORE ON SHORT FICTION ...

**Writing short fiction can be useful for licensing and self-publishing income, or using them to grow your list and connect with readers.** There are many more opportunities for shorts in the digital world and in today's interview, Matty Dalrymple gives plenty of ideas that you can use in your author business.



# WHERE ARE WE?

You can find **Matty Dalrymple** at:

[www.theindyauthor.com](http://www.theindyauthor.com)

*The Indy Author Podcast*

The Indy Author on Facebook (and Twitter)

[www.mattydalrymple.com](http://www.mattydalrymple.com)

Matty Dalrymple on Facebook (and Twitter)



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

[www.markleslie.ca](http://www.markleslie.ca)

[www.starkreflections.ca](http://www.starkreflections.ca)

*The Stark Reflections on Writing & Publishing Podcast*

Mark Leslie Lefebvre on Facebook

Mark Leslie on Twitter



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