

# INDY PUBLISHING YOUR SHORT FICTION



Matty Dalrymple, The Indy Author

# Who am I?

- Author of the Ann Kinnear Suspense Novels and Suspense Shorts and the Lizzy Ballard Thrillers
- Co-author with Mark Leslie Lefebvre of *Taking the Short Tack: Creating Income and Connecting with Readers Using Short Fiction*



# What is short fiction?

- SFWA
  - <7,500 words = short story
  - 7,500 – 17,500 = novelette
  - 17,500 – 40k = novella
- Other categories ...
  - Exactly 100 words = a drabble\*
  - <300 words = micro fiction
  - <1,500 = flash fiction



\* Episode 098 - Redefining Indy Success through Short Fiction with Ran Walker

For sale: Baby shoes, never worn.



# TRADITIONAL PUBLISHING

- Earn upfront income
- Leverage professional editors, designers, distribution channels
- Establish brand and name recognition

*If you pursue placement in traditional outlets, start at the top of your wish list!*

# SO WHY NOT TRADITIONAL PUBLISHING?

- Odds
- Time
- Money



# INDY PUBLISHING

- **Creativity** – Write what inspires you
- **Control** – *Act as your own gatekeeper*, set your own schedule
- **Care** – Give your work love ... forever
- **Cash** – Small but steady





**CREATING INCOME**

# STANDALONE EBOOKS

- Leverage indy pub production & distribution tools / platforms
- Price attractively and with consideration for other works
- Consider print (24 page minimum on KDP)

# ANTHOLOGIES & COLLECTIONS

- Anthologize a writers' group's works
- Collect your own works



# AUDIO

- Technical improvements  
lower cost and complexity
- Sell via a distributor or direct

A woman with short dark hair, wearing a light-colored top and a patterned shawl, is sitting and reading a book. She is positioned in front of a large window, with bright light coming from the right side, creating a silhouette effect. The background shows a view of a landscape through the window. The text "CONNECTING WITH READERS" is overlaid in white, bold, sans-serif font on the left side of the image.

**CONNECTING  
WITH READERS**

A woman with dark hair tied back, wearing a grey t-shirt, is shown in profile from the chest up. She is holding a white tablet computer with both hands, looking intently at the screen. The background is a blurred brick wall. The overall lighting is warm and soft.

# READER MAGNETS AND FUNNELS

- Introduce your world / characters / style
- Consider prequels / origin stories / x.5 in series
- Use deleted scenes



# PROMOTE YOUR WORK WITH FLASH FICTION

- Tweets
- Bookmarks
- Postcards

# **AUTHOR READINGS**

- Tell the whole story
- Pique their interest
- Make the sale (with QR codes or chapbook editions)



A close-up photograph of a person's foot stepping into a pool of water. The water is clear and blue, and the foot is creating ripples. The background is blurred, showing what appears to be a pool deck and some outdoor furniture. The overall tone is bright and clean.

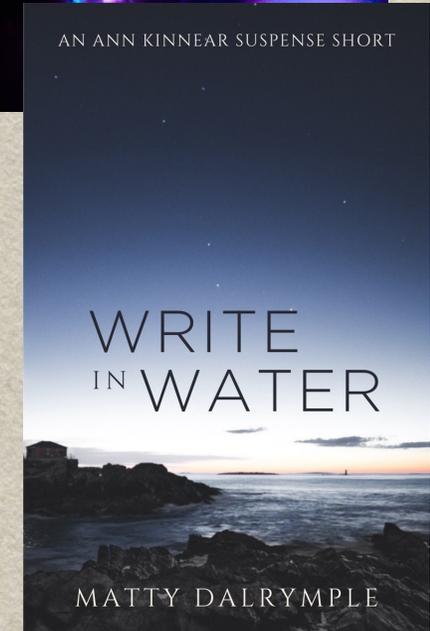
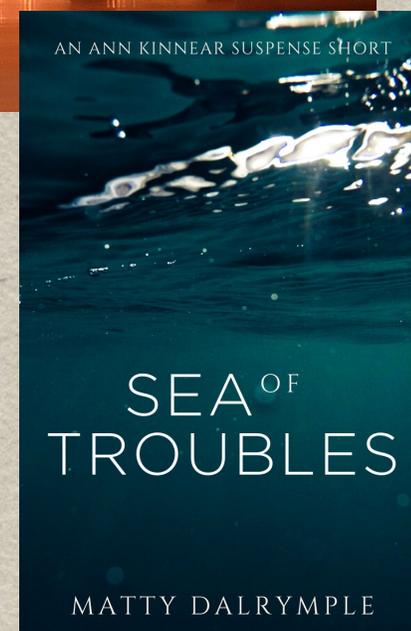
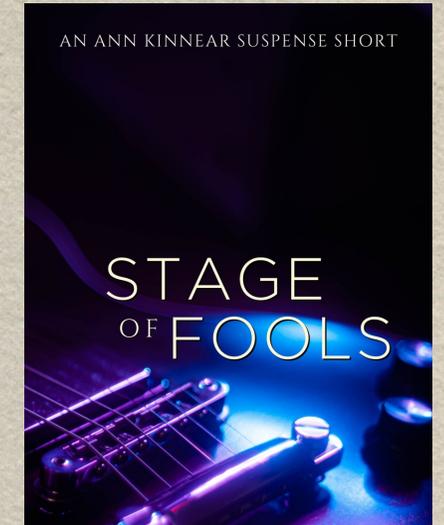
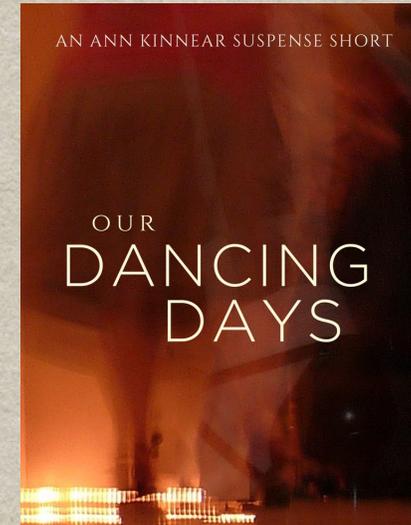
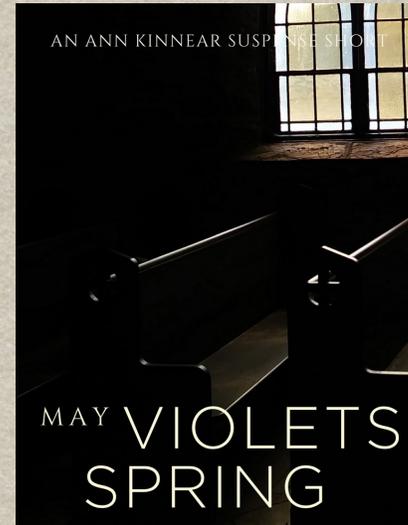
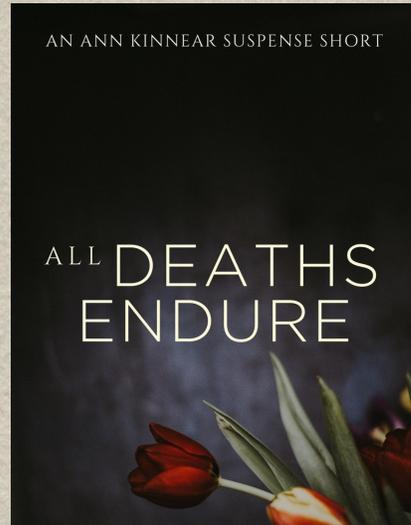
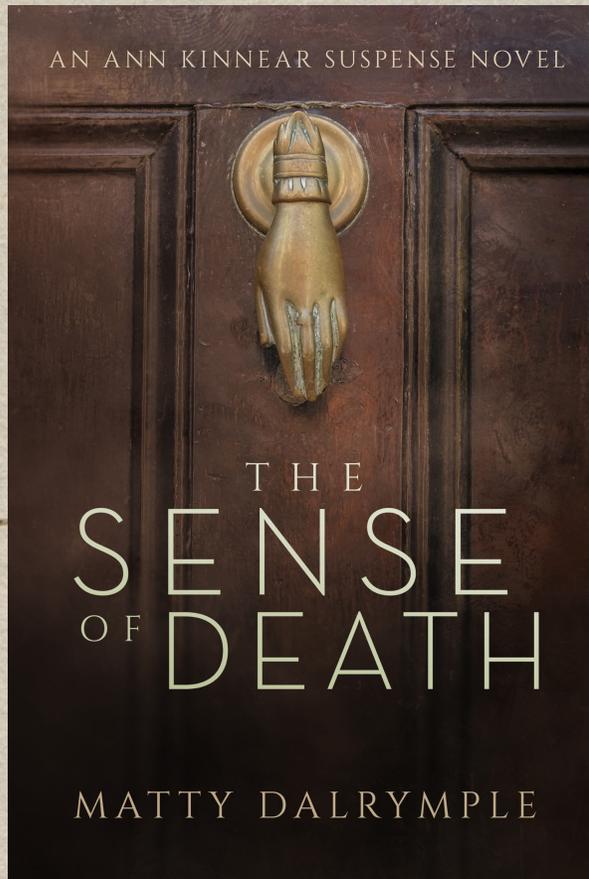
# **MARKET RESEARCH**

- Create a scale model
- Test the waters

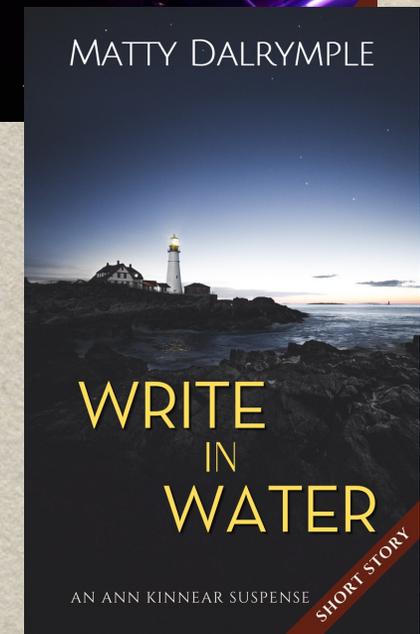
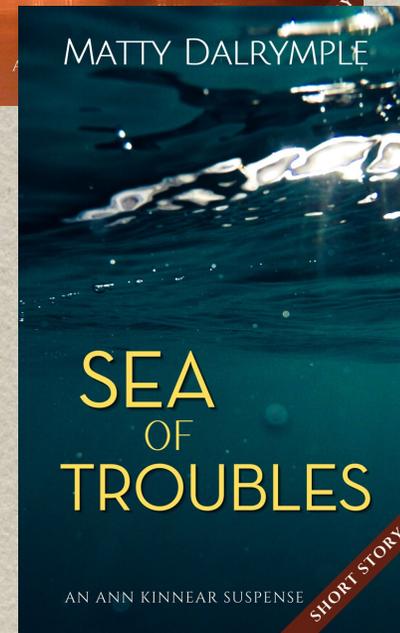
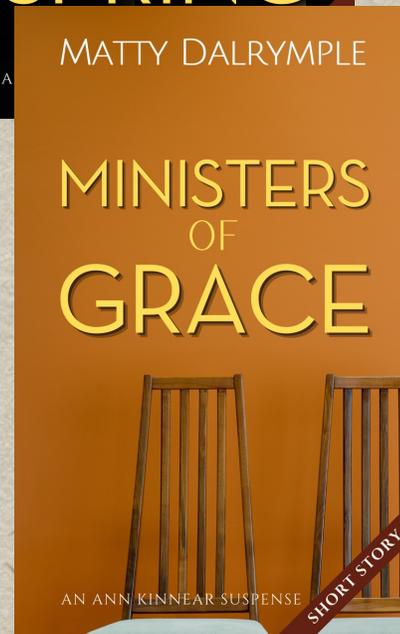
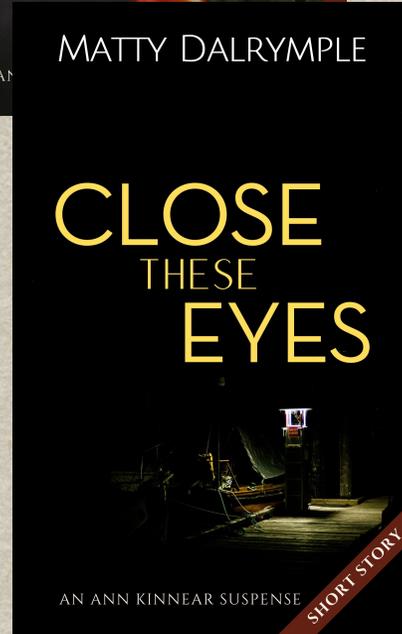
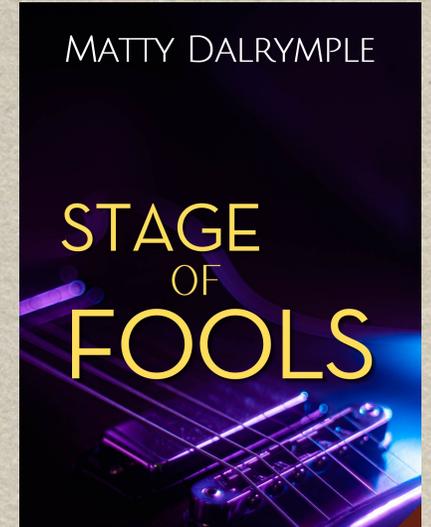
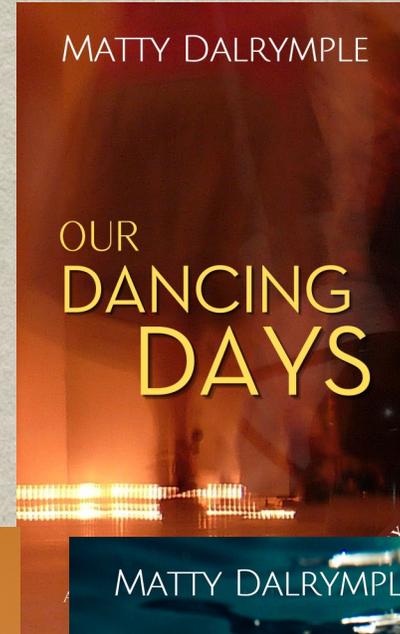
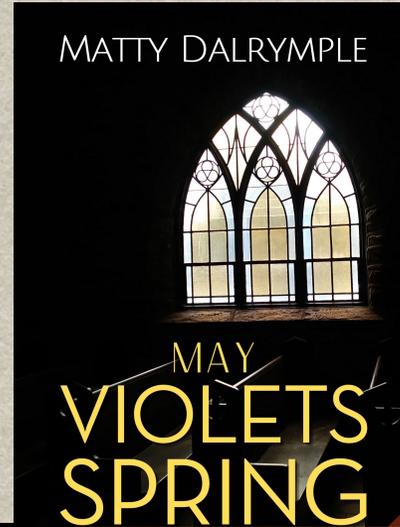
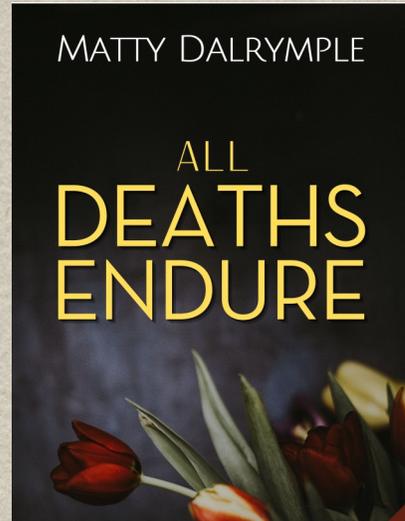
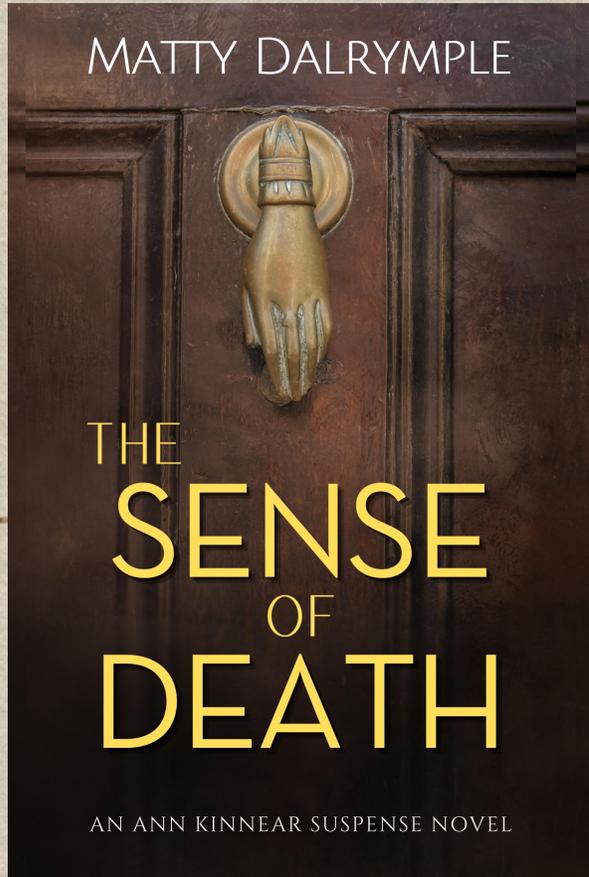


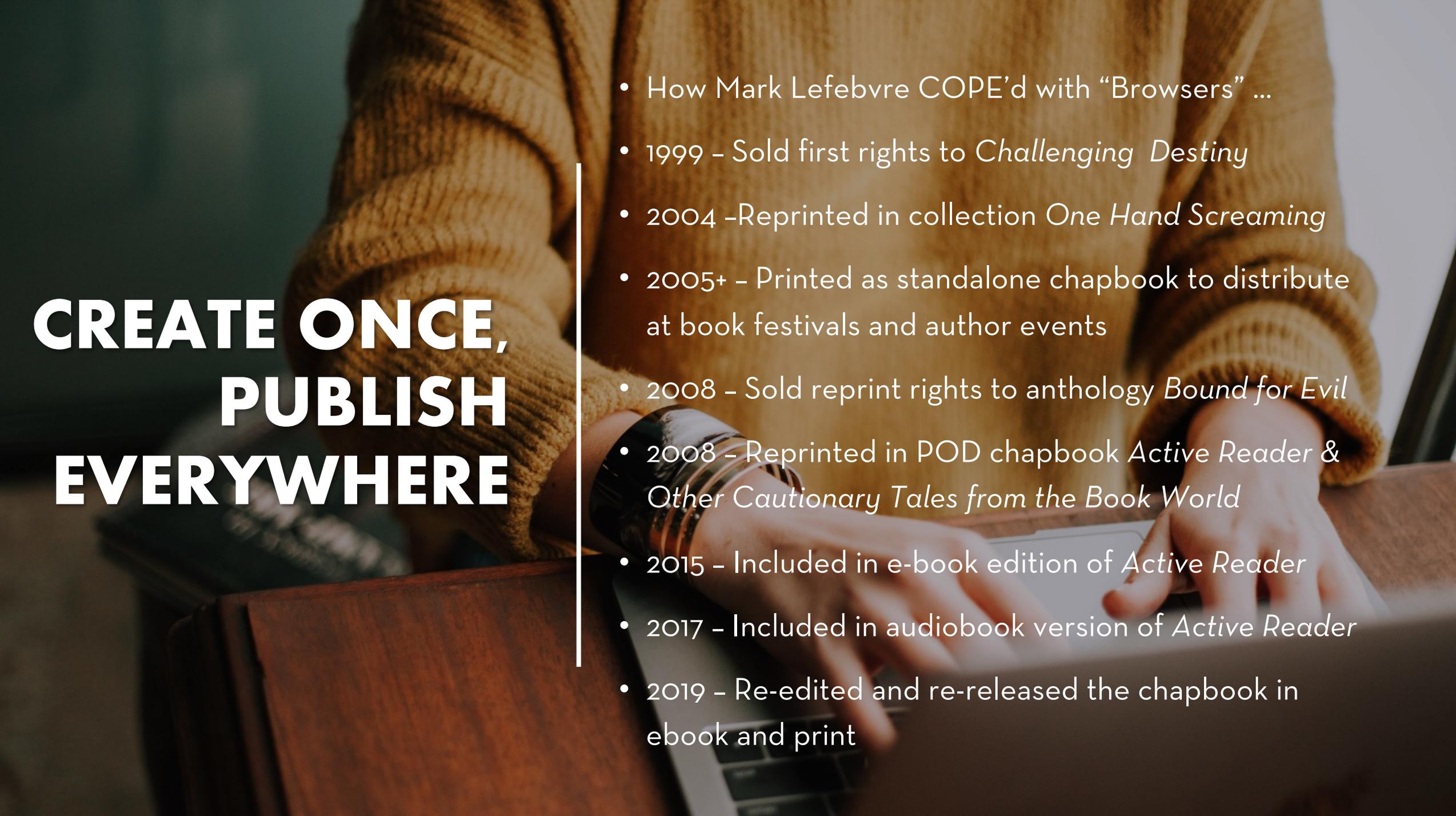
# BEST PRACTICES

# CONSISTENT BRANDING > AFFORDABLE COVERS



# PRO + DIY > ADAPTABLE COVERS





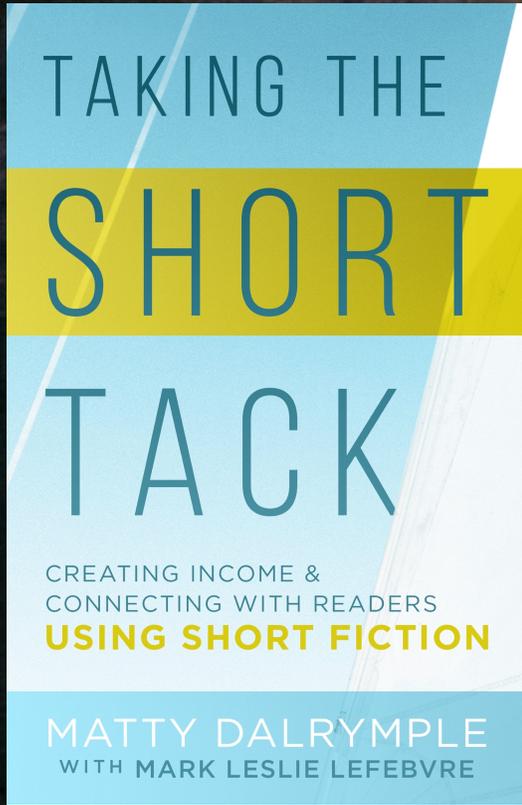
# CREATE ONCE, PUBLISH EVERYWHERE

- How Mark Lefebvre COPE'd with “Browsers” ...
- 1999 – Sold first rights to *Challenging Destiny*
- 2004 – Reprinted in collection *One Hand Screaming*
- 2005+ – Printed as standalone chapbook to distribute at book festivals and author events
- 2008 – Sold reprint rights to anthology *Bound for Evil*
- 2008 – Reprinted in POD chapbook *Active Reader & Other Cautionary Tales from the Book World*
- 2015 – Included in e-book edition of *Active Reader*
- 2017 – Included in audiobook version of *Active Reader*
- 2019 – Re-edited and re-released the chapbook in ebook and print

A group of people are seated around a wooden table in a meeting. One person in the foreground is writing in a yellow notebook. The background is blurred, showing other people and a window with a view of a city.

# BEING AN ACTIVE MEMBER OF THE COMMUNITY

- Build relationships
- Create the environment
- Pay it forward



*Taking the Short Tack: Creating Income and Connecting with Readers Using Short Fiction*  
by Matty Dalrymple & Mark Leslie Lefebvre

TheIndyAuthor.com > Podcast  
and search for *short*

“Taking the Short Tack with Short Fiction,”  
Jan/Feb 2022 *Writer’s Digest* at  
TheIndyAuthor.com > Short Fiction





