

# JD LACIEDE

*professional werewolf*  
*2018 Annual Report*





Hey everyone, it's JD!

2018 is over with, somehow. It felt like it would never end, and yet here I am again, short for time, doing last-minute work, as I do so often. This Patreon has seen some excellent growth this year, and while 2017 was pretty hard to top, I think 2018 did manage it, in its own way.

If you weren't here last year for the inaugural report, here's the deal: I release these annual reports of my income, spending, and past/future goals, to give you an idea of what your support means to me. It's also a measure of transparency, so if you are interested in doing this for your own career, you can have some idea how it works.

2018 was a hugely successful year for me, probably the most important one I've had so far. This Patreon increased, of course, but I also moved across the country (again), published two independent comic books, met some incredible people, and did an honest-to-god celebrity appearance at the world's largest furry convention. It's been... a big one, in so many words.

Let's take a look.



# THE NUMBERS

Because nobody gets anxiety about money mathematics, right



JD's Money 2018	Jan	Feb	Mar	Apr	May	Road Trip	Jun	Jul	Aug
Income	2,825.95	2,541.36	2,815.89	2,776.68	3,175.88		2,947.37	1,591.82	2,657.23
Spending	2,279.47	2,184.59	1,541.30	4,852.01	2,014.66		2,663.35	2,081.77	3,020.59
Subtotal	546.48	356.77	1,274.59	-2,075.33	1,161.22		284.02	-489.95	-363.36
Credit Card	400.00	700.00	400.00	250.00	825.00		100.00		300.00
Grand Total	146.48	-343.23	874.59	-2,325.33	336.22		184.02	-489.95	-663.36
13% Income Tax	356.54	287.87	340.36	360.97	412.86		214.16	206.94	345.44
Monthly Income	1,790.12	1,840.36	1,763.16	1,818.68	1,738.69		1,647.37	1,591.82	1,777.57
Patreon	1,555.87	1,644.05	1,531.03	1,542.69	1,504.30		1,557.37	1,519.43	1,671.54
Teepublic	234.25	139.00	232.13	275.99	171.25			27.39	77.00
Shareasale		57.31			63.14				19.03
Mäul Apparel							90.00	45.00	10.00
Commissions	952.50	374.00	855.00	958.00	1,437.19				879.66
Other	83.33	327.00	197.73				1,300.00		
Monthly Spending	756.95	735.01	799.48	3,992.40	595.53		2,232.47	1,505.15	1,808.37
Rent	300.00	300.00	300.00	300.00	300.00		2,050.00	1,050.00	1,050.00
Utilities									
Allstate Renters	82.94	84.23	96.70	96.70	96.70		96.70	96.70	
Allstate Car									68.75
Kaiser Insurance								150.84	150.84
Dental Insurance								50.80	50.80
Phone	47.29	31.38	35.04	31.02	31.04		44.49	35.08	35.08
Gasoline	54.11	92.30	65.29	67.01	82.80			25.57	86.07
Cat Care	21.32	74.06	18.15	83.52	12.84				
Laundry	40.00	10.00	5.00	20.00				20.00	
Planet Fitness		6.32	19.99	19.99	19.99		19.99	19.99	19.99
Medical Bills	76.00	69.56							
Tax Bills				3,305.00					
Wufoo	15.00	15.00	17.00	17.00					
Adobe	21.29	21.29	21.29	21.29	21.29		21.29	56.17	56.17
Site Upkeep	99.00	30.87	221.02	30.87	30.87				290.67
Groceries	152.70	241.77	76.59	121.26	98.35			159.41	99.90
Other	1,369.82	1,207.81	665.23	738.35	1,320.78	970.66	430.88	417.21	1,112.32

Sep	Oct	Nov	Dec	Year-End	YTD	AVG
4,422.29	2,688.05	1,776.01	3,730.53	4,258.70	38,207.76	2,939.06
3,009.26	2,615.82	3,243.50	3,189.00		32,695.32	2,724.61
1,413.03	72.23	-1,467.49	541.53		5,512.44	
500.00	400.00	100.00	100.00		4,075.00	370.45
913.03	-327.77	-1,567.49	441.53		1,437.44	
321.40	225.95	230.88	471.97	488.63	4,263.96	328.00
1,838.75	1,738.05	1,776.01	1,684.43		21,005.01	1,750.42
1,654.99	1,689.11	1,741.01	1,674.43		19,285.82	1,607.15
168.25	48.94	.00	.00		1,374.20	124.93
15.51	.00	.00	.00		154.99	22.14
.00	.00	35.00	10.00		190.00	27.14
633.54			1,946.10	3,758.70	11,794.69	1,310.52
1,950.00	950.00		100.00	500.00	5,408.06	676.01
1,623.72	1,583.61	2,678.60	1,762.27		20,073.56	1,672.80
1,050.00	1,050.00	1,050.00	1,050.00		9,850.00	820.83
53.07	47.67	49.89	90.00		240.63	60.16
21.09	21.09	21.09	21.09		735.03	66.82
80.33	80.33	80.33	80.33		390.07	78.01
150.84	153.76	153.76	153.76		913.80	152.30
50.80	50.80	50.80	50.80		304.80	50.80
35.08	31.12	38.14	35.10		429.86	35.82
86.35	12.68	41.43	25.37		638.98	58.09
					209.89	41.98
10.00			20.00		125.00	17.86
19.99	19.99	19.99	19.99		206.22	18.75
10.00					155.56	51.85
		1,117.00	159.66		4,581.66	1,527.22
					64.00	16.00
56.17	56.17	56.17	56.17		464.76	38.73
	60.00				763.30	109.04
231.47	128.25	107.32	156.39		1,573.41	143.04
1,154.07	903.96	457.58	1,270.34		12,019.01	924.54

Here’s as much data as I can fit on the page, and about as much as you can probably handle. You might notice that, unlike last year, there’s a lot more black and a lot less red. So that’s very good.

Let’s take a look at some other interesting points.



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Tax month, as always, is a rough one.

This was the first donation collab.

I had public insurance, until I moved.

The road trip was entirely expenses, as you can probably imagine.

This is the part when I had to pay my taxes, again, and the second donation collab.

This number represents the total sales of all my Itchio products as of 12/31. ATW#1 is the best seller at about \$2,000 over the whole year.

Unlike last year, I was definitely profitable at the end of these 12 months, even if it's a slim amount, and even if I did need your extra help to do it.

Hopefully, in the future, bailouts like those won't be necessary.

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# YEAR IN REVIEW

How well did I meet the goals I set at the beginning of 2018?



The big move succeeded!  
I'm in California now, and hopefully for good. I do need to find a cheaper room than this, but that's already in progress.



The photo collection, Adventures in Smiling, was completed, and its print run sold out!

MFF'18 was one of the best weekends of my life!



I produced three shirts with Mäul Apparel, and had an entry in the FF Collective Zine!



ATW#1 and #2 were released, and #1's print run sold out!

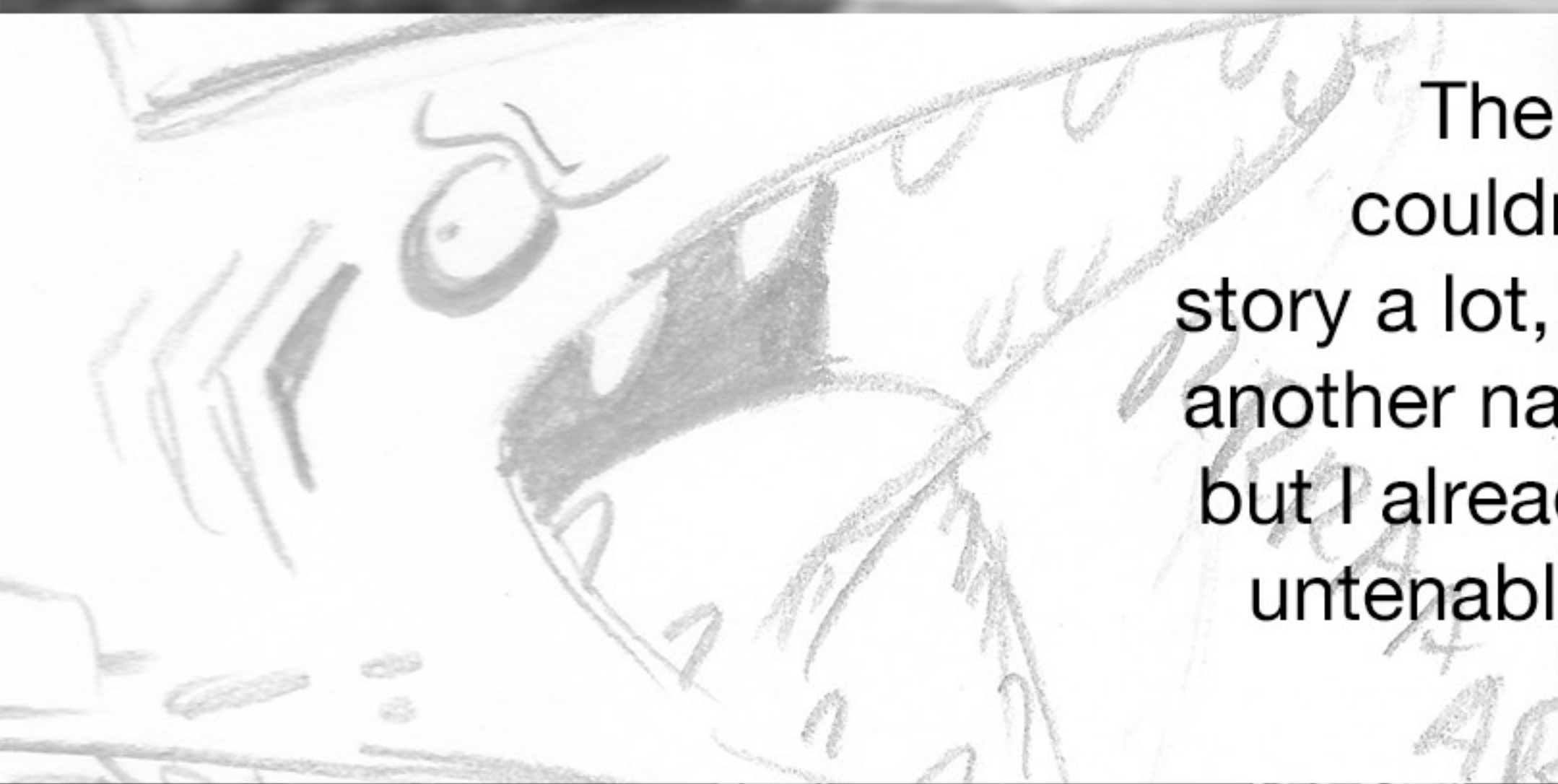


I remade Hammock's sticker pack! He's less pointy from now on.





There's been no progress on any of my game ideas. They weren't a priority, but I'm still disappointed that I didn't make anything beyond brainstorm. Oh well, there'll be time eventually.



The Mother Ocean Remake didn't happen. I couldn't find time, but I've also brewed on the story a lot, and with a bit more, I could make it into another narrative series that I really enjoy writing... but I already have two going, and a third would be untenable. Sorry, I was looking forward to this as well, but it's just too much for now.

I needed your help in donations twice this year. I'm glad you were all there for me, but these situations should never have happened. I'll have to save up more cautiously, if I can.



El Indon didn't return this year...





# COMING YEAR

What's in the pipeline for 2019?



**Ask The Werewolves** continues into 2019, though it will be moving off of Tumblr and onto its own site. I explained my reasons for that in the Tumblr post, but if you missed it: I am ideologically opposed to their new censoring policy, the censor makes it harder for me to reach viewers, and the UX has never improved.

Weekly posts of ATW will continue as always, but will be interrupted for ATW#3, when it's time to produce that. There might even be an ATW#4 before 2019 is out.

Also, and this is secondary, but... I'm super proud of how ATW#2 came out. This is some of the best comic work I think I've ever done in all my years. I love it so much.





***El Indon*** returns in 2019!

It will follow the issue-to-issue design that worked so well for Ask The Werewolves. Each chapter will be a single enclosed issue. Making this and ATW at the same time, I hope to finish one issue of comics every month or so. This would mean one month of working on ATW, one month of El Indon, trading off, and occasionally making time for issues of other, standalone stories.

In practice, this pace is very hard to keep up - it almost necessitates finishing one page every day, and issues not longer than 24 pages or so. For this reason, it'll probably end up being more like ten comic books produced in one year, and about five of those will be chapters of El Indon.

Now you might ask: JD, I'm glad you're doing this again, but *why now?* Wasn't this a goal for reaching the \$2,500/month level, and you're not there yet? Well... it's a lot of intersecting reasons.

The first, foremost one is that I'm tired of this not happening. It's my story, and I want it finished before I die, numbers be damned. The second reason is that El Indon is a decidedly non-horny piece of art, something that ATW and my commissions don't qualify as, and that censors will have a harder time cracking down on.

And the third reason is... I don't want to do commissions anymore.



Instead of a monthly queue of commissions, I want to do monthly comic issues.

Don't get me wrong, I love doing commissions for all of you. It's such a great feeling to turn what you imagine into a real piece of art, and marvel at how happy it makes you. But after three years of doing it, I have to conclude that it does get repetitive. Furies are great, but furry commissions all tend to put me in the same mindset, and it's not a terribly good thing for my creativity. I find I'm only drawing what I'm told to, never being challenged, getting complacent and sloppy. Besides, commission income is limited to what a small clientele can pay, and it's not very good pay for the time invested - but it's not so with comic issues.

Making comic issues, I earn more money for about the same amount of work, and it's a work I entirely control. It's the work I wanted to do all along, these past three years. I'm so grateful you helped me get to this point, where it's not just a far-off goal on next year's calendar anymore. It **can** be done.

If you still want a commission from me, don't worry, they won't go away completely. They'll just be much less common. I also want to try some more YCH and auction pieces in the future, since the Mistletoe Matchup one came out very nicely. Speaking of that...



# Fox Me Gently

Rosa, the indomitable shortstack, gets her own standalone comic in 2019. Unsurprisingly, this story is adult from page one. And if it proves to be popular, she might get more...







I've been wanting to do a **Snagglezine** for some time now, actually.

This will be a not-for-profit fanzine about everyone's favorite gay pink mountain lion, collaborating with some artists you may already know. It'll be hard for me to find time to make art for it, but I won't be doing it all alone. You can probably expect it in the second half of the year.



# FUTURE PROJECTS

What else is brewing on the horizon?



For most of this past year, I pondered the idea of creating an LLC for my business, and I want to make that a goal, if not for this year, then the next.

Unfortunately, California is an extremely strict state to do that in. As much as I'd want to try it, it looks like my income is still too low. Incorporating costs fees and demands insurance, and in California, it would mean another \$800 a year in taxes, at least. I don't think I can pay that, especially not after my debacle with the IRS that you all had to help me with. This year, I'll probably just get new forms of insurance and stay the course until my business grows larger.

And as for staying the course: the ongoing crackdown on adult content means that, just like last year, Patreon and Stripe might crap out on us at any time. I worry that Itchio might do the same, if pressured. If these things come to pass, I plan to switch to a mailing-list-style business model, and I may need to change web hosts as well. But those are bridges that we only need to cross if we come to them.



I may have mentioned *[Secret Project #1]* before.



I hesitate to even tell you about this, because I don't know exactly what it'll end up being. At the moment it's more of an atmospheric vibe than a solid idea. But as time passes, who knows? This might turn into something big. I'll say this much: this is the only project I have on the table right now that ***doesn't*** involve furies.



And that, with some deep breaths, was 2018.

It felt like a decade, as so many of us have said. Like last year, there's new and terrible legislation appearing almost every day, some of it being shot down, some of it not. Horrible things keep happening in my corner of the world and yours, and at times, it feels like nothing will ever get fixed. But, I suppose, that's no different from any other year.

When I started this job three years ago, I had the self-hateful rejection that I would never go to a furry convention. After I went to my first con, I had the fleeting idea that I might one day be confident enough to give a panel talk. Never, not ever, did I expect that I'd be a Guest Of Honor at the world's largest furry convention. The thing to marvel about is, ***you*** are the ones who made it happen, not me. This the only culture, the only work, that has given me validation and respect for what I enjoy, and what I'm good at. These past three years have been the happiest of my life.

Hopefully, you and I can make 2019 another good one.

Yours truly,  
JD Laclede  
Professional Werewolf





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*professional werewolf*