

JD LACLEDÉ

professional werewolf
2019 Annual Report



Hello again everyone, it's JD!

2019 is over and done with, finally, and forgive me for being so blunt, but this was one of the worst years I've ever had. While 2018 was rocky, if largely successful, 2019 was roadblock after failure after roadblock.

For those just joining us recently: 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 how I keep transparency between my Patrons and myself, so you can have an idea how my business works. And this year, things *kinda didn't work*.

2019 was the first year my Patreon income dropped significantly. I had to move across the country *again*, involuntarily this time, then move house *again* when that arrangement didn't work out either. I am far from the place I wanted to be at the start of the year (in many different ways), mostly due to all the interruptions, the missteps, the burnout, and a general lack of resources and time.

So, let's take this mess apart and find out why.

THE NUMBERS

always with the numbers

JD's Money 2019	Jan	Feb	Mar	Apr
Income	2,293.98	2,611.01	3,465.22	1,822.94
Expenses	2,312.08	2,554.82	3,675.34	1,663.72
Subtotal	-18.10	56.19	-210.12	159.22
Credit Card	100.00	100.00	100.00	100.00
To Savings	00	00	00	.00
Grand Total	-118.10	-43.81	-310.12	59.22
13% Taxable	233.22	326.43	443.88	22.48
Monthly Income	1,793.98	1,616.53	1,902.51	56.72
Patreon	1,738.91	1,585.20	1,795.83	.00
Teepublic	48.25	28.25	40.00	49.00
Teepublic/SaS %	6.82	3.08	20.68	7.72
Furplanet			46.00	
Commissions		894.48	1,505.76	116.22
Nontaxable	500.00	100.00	56.95	1,650.00
Monthly Expenses	1,482.35	1,615.41	1,577.42	294.44
Rent	1,050.00	1,050.00	1,050.00	
Utilities	79.67	85.67	67.33	
Kaiser Ins.	153.76	153.76	153.76	153.76
Anthem Dental	50.80	50.80	50.80	50.80
Ambetter Ins.				
CareSource Ins.				
Allstate Renters	11.83	11.83	11.83	11.83
Allstate Car	81.22	81.22	80.33	
Phone	35.08	33.34	31.08	55.06
Gasoline			33.50	
Laundry		20.00		3.00
Planet Fitness	19.99	19.99	39.99	19.99
Medical Bills		108.80	58.80	
Work Expenses	155.17	56.17	83.35	942.69
Tax Bills				786.52
Adobe CC Sub	56.17	56.17	56.17	56.17
Cognito Forms				
G Suite				
Site Upkeep	99.00		27.18	
Other				100.00
Groceries	169.71	83.87	69.40	149.19
Restaurants	494.85	514.51	414.24	99.81
Other	10.00	284.86	1,530.93	177.59

2019 started off on the wrong foot, and kept hopping on that wrong foot for pretty much the whole 12 months. At the end of my apartment's lease, I needed to find a cheaper place to live, or someone to rent with, and I wasn't able to do that before my money started to drastically run out.

I sold my car, flew back to the Midwest to live with my dad, and took all of April off from Patreon to recuperate.

During all of this I was also very depressed, so I ate at far too many restaurants. Also, the kitchen at my CA apartment was never, ever clean, which made cooking for myself that much harder. Those of you who follow my cooking escapades on Twitter know that I've started to correct that weakness of mine.

May	Jun	Jul	Aug	Sep
1,966.12	1,563.07	4,065.21	1,587.69	2,276.74
1,652.53	1,231.95	2,025.78	4,003.73	1,496.98
313.59	331.12	2,039.43	-2,416.04	779.76
200.00	1,034.52	96.18	.00	650.00
.00	.00	.00	.00	.00
113.59	-703.40	1,943.25	-2,416.04	129.76
201.00	203.20	528.48	179.10	295.98
1,546.12	1,563.07	1,382.61	1,377.69	1,275.74
1,484.73	1,397.17	1,355.70	1,343.19	1,240.88
45.00	26.25	26.25	34.50	15.50
16.39	13.75	.66		19.36
	125.90			
		2,682.60		1,001.00
420.00			210.00	
139.63	138.73	142.00	129.75	307.16
84.58	84.58	84.58	84.58	
				73.99
35.06	34.16	37.43	45.17	25.17
19.99	19.99	19.99		
				70.00
				138.00
723.87	558.75	1,058.75	3,666.32	302.41
	502.58	1,002.58	3,154.75	
56.17	56.17	56.17	56.30	56.30
			19.63	10.00
			12.00	12.00
			48.64	
667.70			375.00	101.00
				123.11
64.27	145.05	97.61	56.67	147.42
378.85	296.54	565.05	71.97	295.04
345.91	92.88	162.37	79.02	444.95

Not paying \$1100 every month was a huge improvement in income, but things didn't last.

Most of you will remember that I had to cut the \$30 tier from my Patreon, since I don't have the time or energy to offer sketches anymore. This resulted in a loss of about \$400-450 a month, until I can open a tier like that again, if ever.

At the end of July my dad lost his job, and we had to move **again**, this time to a much cheaper, much worse living situation that's frankly too loaded and too depressing to mention here.

A few upsides are that the Skunktember auction did very well, and *FoxMeGently* was released to warm reception and pretty good sales (not represented on this chart, since the year is not over yet).

Oct	Nov	Dec	YTD	AVG
2,946.56	1,421.87	2,053.05	28,073.46	2,339.46
664.01	1,154.96	812.21	23,248.11	1,937.34
2,282.55	266.91	1,240.84		
675.00	650.00	.00	3,705.70	308.81
1,250.00	2,000.00	2,000.00	5,250.00	437.50
1,607.55	-383.09	1,240.84	1,119.65	93.30
383.05	184.84	171.09	3,171.94	264.33
1,254.01	1,421.87	1,279.05		
1,228.74	1,318.13	1,245.67		
17.75	73.00	22.25		
7.52	30.74	11.13		
1,692.55		37.00		
		737.00		
148.11	105.18	78.88		

October and November were improvements, with sales coming in for the ATW dakimakura and my current gig with the *Fandom* documentary.

Prepping for MFF 2019 was very expensive, but also reeled in a lot of sales. I haven't tallied it here, since a few bills still need to come in, but I estimate that I made a profit of about \$800 at the Dealers' Den.

That's good, but not great, considering all the time spent on preparation, and that I missed hanging out with most of my friends. It's one reason why I'm opening an online store next year: I don't need to run a table to make money, and if I'm going to go to an expensive convention, I want to have more fun with my time there.

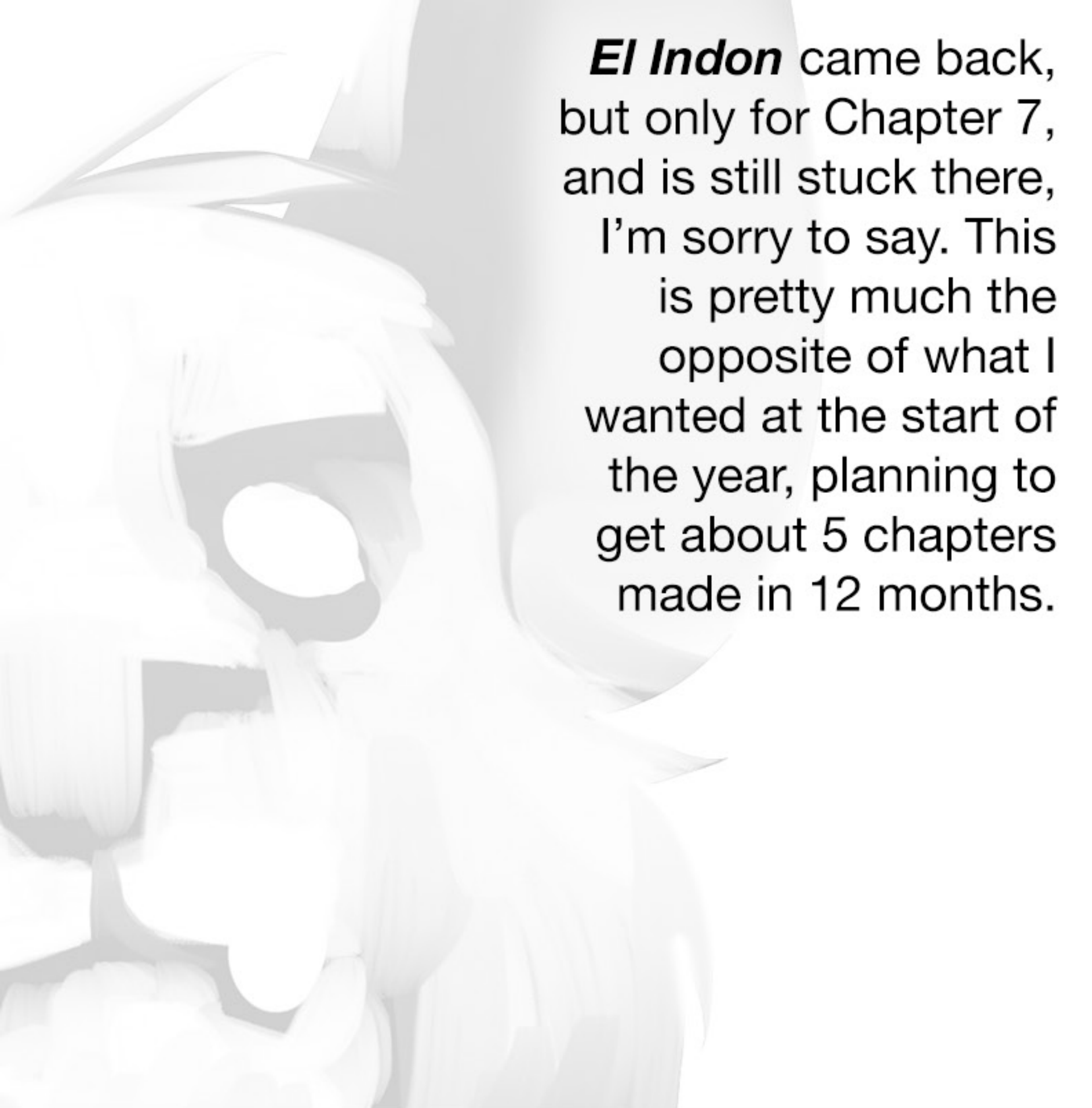
In all, 2019 was... a slim profit. Emotionally catastrophic, financially limp. I guess it could have been worse.

73.99	73.99	22.59
25.19	31.19	31.19
17.08		25.10
31.85		
131.01	384.93	298.30
56.30	56.30	56.30
10.00	10.00	10.00
12.00	12.00	12.00
25.00	81.00	220.00
27.71	15.63	
	210.00	
54.11	179.15	84.04
213.25	159.79	69.08
117.53	325.91	281.91

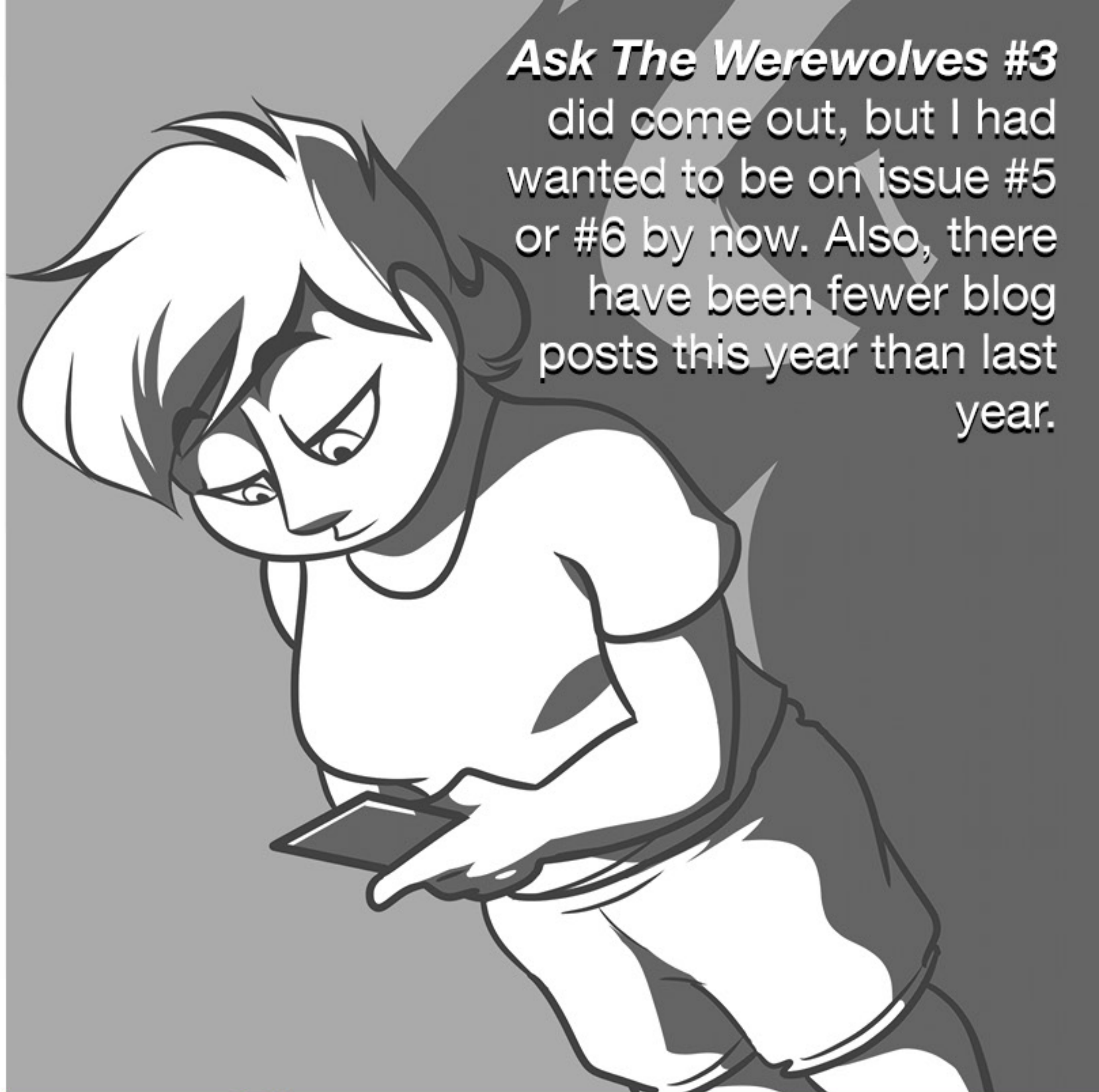


YEAR IN REVIEW

Which goals did I meet/not meet?



El Indon came back, but only for Chapter 7, and is still stuck there, I'm sorry to say. This is pretty much the opposite of what I wanted at the start of the year, planning to get about 5 chapters made in 12 months.



Ask The Werewolves #3 did come out, but I had wanted to be on issue #5 or #6 by now. Also, there have been fewer blog posts this year than last year.



After forgetting about it completely, I think the **Snagglezine** probably won't be happening at all.



FoxMeGently came out! I'm proud of it! People liked it, and bought it, and everything! So that was really successful!

COMING YEAR

What's the plan for 2020?

Unlike previous years, when I listed a set of projects I'd like to do, or milestones I'd like to reach, this year I'd like to keep it simple:

My objective in 2020 is to ***finish Ask The Werewolves.***

I've outlined a complete story arc for myself to follow, that will take us to, I think, Issue #9 or #10. This means doing about 6 or 7 issues in a single year, far more achievable than the previous target of 1 per month.

After finishing this arc, I would put ATW aside for... not forever, but a while. It would be in a state I could call "complete," but still open to returning in the future. It's been a wonderful 4 years, going on 5, but I would like this project to have some kind of finish line, so I could work on others.



This plan does mean a few things:

One, yes, *El Indon* is on hiatus for another year. I know, I'm tired of waiting too.

Two, except for Patreon rewards and commission openings, anything I'd like to make that's **not** ATW is low-priority. There would also be blog posts mixed in with the issues, but don't expect a second *FoxMeGently* or any other big comic project this year. It **might** happen, but I doubt it.



FUTURE PROJECTS

What else is in the works?

Despite that previous plan excluding much else, there are a few future projects in the works this year. Chiefly, I'm planning to ***open an online store*** to sell dakis, pins, stickers, and all kinds of other stuff - maybe even bound comics!



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This is proving to be a lot of work, but you can probably expect it to open by the end of Q1 2020.

There'll also be at least one
more auction, maybe even
a sequel featuring... *him...*



And that's 2019, one of the worst years I can remember having. But it's done.

I'd like to thank you all again for your dearly needed support. You've been here for me in good times and bad times, and these were pretty bad, so you're all the more appreciated. The world seems to get a little uglier, then a little brighter, then a little uglier as we go along, like we're fighting to clean a window.

The decade is finally done, and we're going into those years that were imagined as the far-flung, dark-beautiful future by the generation before us. It's been a long, and messy, and complicated ride for all, but we made it to the end, wiser than before, more tired than we probably should be. I don't know what 2020 will be like. I'm not sure if I'm ready for another year like this one. But you're here with me, and I'm here with you.

Tomorrow, together.

Yours truly,
JD Laclede
Professional Werewolf

