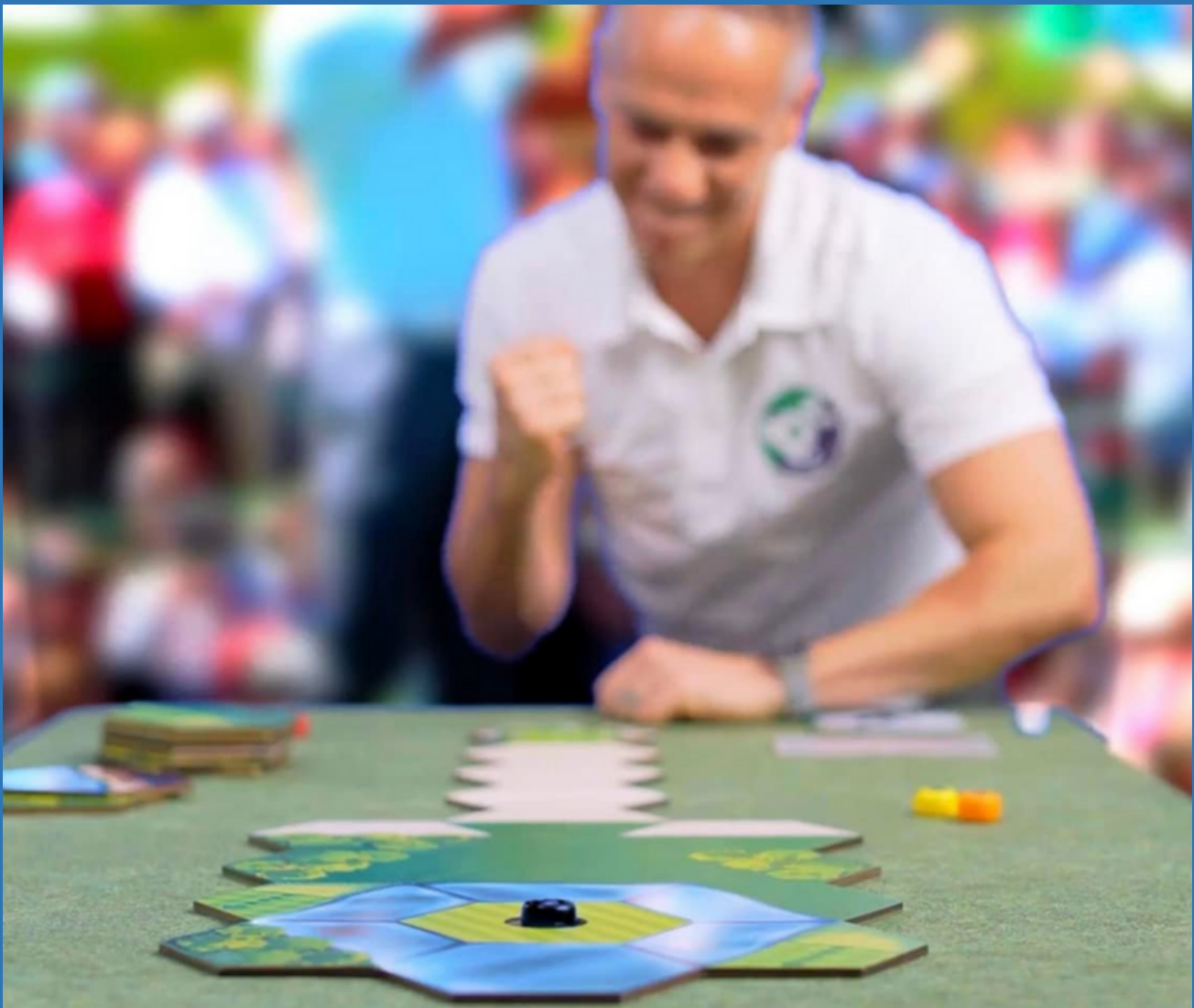


KICKSTART MY GAME

HOW I RAISED OVER \$200K ON MY FIRST
TABLETOP GAME ON KICKSTARTER



JOHN GARCIA - DESIGNER
WWW.KICKSTARTERCOACH.COM



INTRODUCTION

Every board game geek is also a board game designer at heart.

It's only natural for a person who plays so many games to eventually come up with an idea for their own game.

Typically there are a few games that you REALLY enjoy playing, and you imagine a slightly different version with unique mechanics that make it your own.

Or on the rare occasion of true inspiration, an idea hits you that seems to come out of nowhere and you want to design something that is completely unique and exciting.

My path to creating the Table Golf Association had a little of both of these scenarios playing out.

While I give games like Pitch Car, Catan and Small World credit for influencing some of my design, the truth is the idea for this game came out of nowhere and it felt like something I needed to pursue.

The journey began nearly 3 years before the first backer received their game.

The first prototype, (if you can call it that) was hand drawn on wooden puzzle pieces that I purchased at the local craft store.

I remember pulling it out at a party at my house. I had friends and family over, and of course they knew I was going to break out a game at some point (they know me so well!).

So I pull out the TGA, a bunch of wooden puzzle pieces with what looks like grass and trees and water, and say "let's play table golf!"



THEIR REACTIONS MADE ME BELIEVE I WAS ONTO SOMETHING SPECIAL

I can't say they were ecstatic from playing the game the first time, but it was exciting and everyone was able to immediately understand the mechanics.

Simple, fun, engaging and light-hearted, and to my knowledge, completely unique. There still are no other modular golf dexterity games in the world, this was the first!

There was just one thing that I really didn't like...it was the ball.

Actually, it wasn't even a ball, it was a little wooden disc, like the ones used in many other dexterity games.

Problem was, when the wooden disc would hit the corner edge of a tile, it would either stop or bounce off in an entirely different direction.



I WAS SO DISAPPOINTED WITH THE DISC, I ACTUALLY PUT THE GAME AWAY

Even though I continued to develop the tiles, and changed them from puzzle pieces to hexes, the 'ball' or wooden disc kept leaving disappointed. No matter how much I tried, it just didn't have the feel I was looking for.

It was enough for me to actually put the game away and thought it was not worth the effort it would take to bring it market.

In my 35+ years of playing and collecting games, I probably have at least 10 games that I have designed to a certain degree, but never finished, and thought here goes another one.

One thing I've learned is that creating a game is a daunting task, no matter how great the concept, or how much you love it.

There I was, torn between a game I thought had potential, and a wooden disc that just *'wasn't gonna fly'*, if you know what I mean.

THEN ONE DAY AT THE OFFICE, I CAME ACROSS THE MINI-SHUFFLEBOARD PIECE THAT WAS PART OF A TABLETOP SHUFFLEBOARD GAME, AND IT CHANGED MY LIFE!

OK, that might sound a little dramatic, but as soon as I started flicking it, I immediately thought this would be the perfect piece for my golf game, and I never looked back!



Official TGA Golf Ball

This piece was exactly what my game needed. It went from being a mediocre dexterity game, to a true game of skill that made you feel like you were playing golf.

It brought out all the nuances of 'hitting' a shot and made me believe that this could truly be game that would be enjoyed whether you like golf or not.

Turns it, I was right and that's why I wrote this book. I want to help first time game designers like myself do what I did to bring the TGA to life.

The story gets even better because my 18 year old son Gavin took a very strong liking to it, and we worked together on many different facets of the game.

PLAY TESTING THE GAME WITH MY SON GAVIN AT A LOCAL RESTAURANT



Gavin designed the cliff tile, and most of the Pro Player Cards. He was also instrumental in the illustration elements of many different components in the game.

This journey has been amazing, but it's made me realize the lack of resources for a first time designer like myself.

Unless you're lucky enough to know someone at a board game company, or a designer of a game, a lot of the well intentioned advice out there will only confuse you more.

So, without further delay, let me show you how I launched a successful Kickstarter and how you can do the same!

ARE YOU READY TO LAUNCH?

KICKSTART



MY GAME

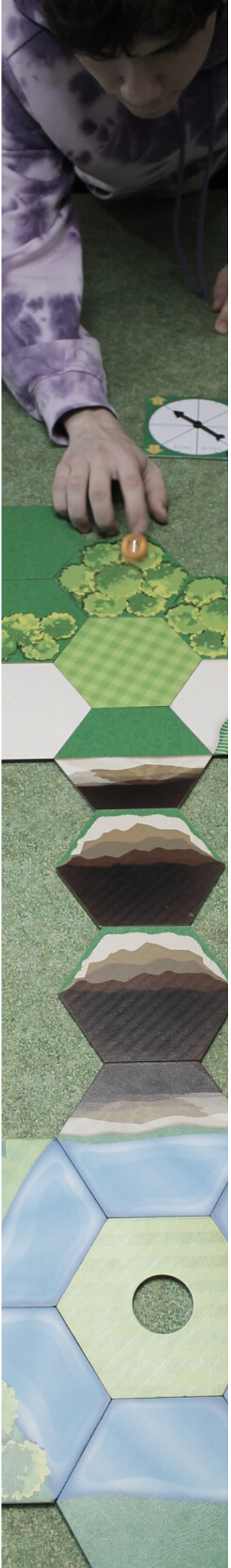
This book is a great starting point, and will definitely guide you in the right direction, but if you want a Kickstarter coach I'd love to help you on your journey.

Just visit www.KickstarterCoach.com and schedule a 15 minute discovery call. If I feel we can help, you can choose from several options that best meet your needs and goals.

No matter which option you decide, you'll know that you have done everything possible to give your game the best chance to succeed, and that's all you can do.

I look forward to meeting you.

To learn more visit KickstarterCoach.com



THE TRUTH ABOUT KICKSTARTER

NOT EVERY KICKSTARTER PROJECT IS IN NEED OF YOUR PLEDGE

There's no doubt that seeing something go from an idea in your mind, to playing it on the kitchen table is a feeling unlike any other.

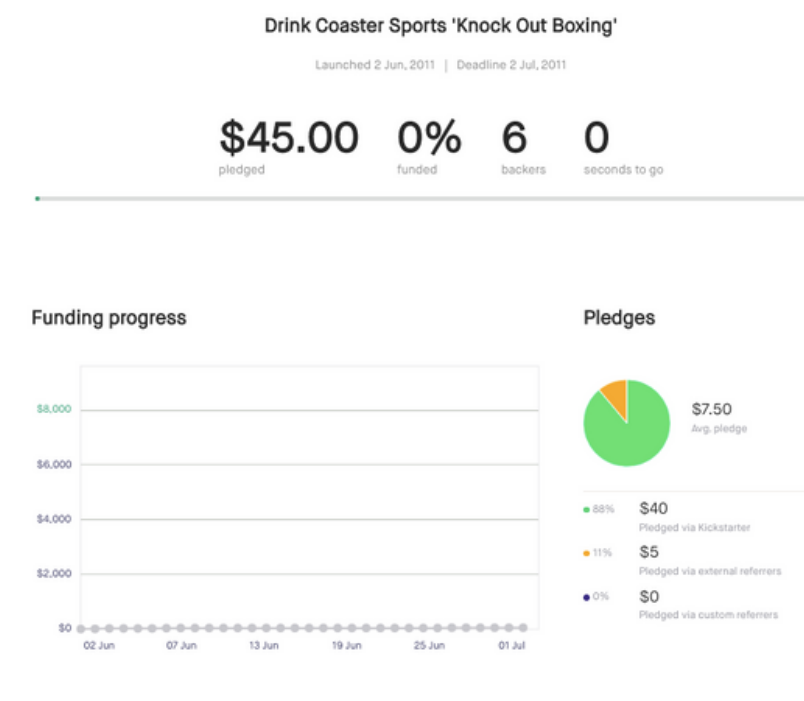
In this e-book I won't spend a lot of time explaining how to design or develop a game or, the importance of play-testing it.

Instead, this book is intended for the person that has already passed that stage, and believes they have something that has market potential.

This belief is based on the results from your play-testing and not merely on your opinion.

WARNING: If you don't have a fully developed prototype, if you don't know exactly what it will cost you to make and ship it, and you're not 100% sure the mechanics and components are tried and true, **then you are not ready to launch your game on Kickstarter.**

MY FIRST GAME, 11 YEARS AGO RAISED \$45!



You read that right! Over 11 years ago (July of 2011) I gave my first game idea a shot on Kickstarter.

It was a game my friends and I had played for many years, although as a card game instead of this 'drink coaster' version.

In any case, the game was essentially the same. One player chooses a punch, the other a defense, and you reveal both simultaneously. The punch coaster is placed on top of the defense coaster, and small die-cuts in the gloves would reveal the outcome. Green means the punch scored, so you punch again, and Red means you missed, so players exchange coasters.

Truth is, the game is a lot of fun and if any player scores three consecutive punches, they win by knockout.

I thought it would be a great game at sports bars, perhaps while you're waiting for your food to arrive.

I found an illustrator online named Rob Terrell (yes the same Rob Terrell that illustrated my golf game!), and sent him my rough sketches so he could create the artwork.

I THOUGHT HE DID A GREAT JOB SO I WAS OFF TO THE RACES!



Here's what the punch coaster looked like. I thought it was super cool, the game was fun to play, and I was sure I would do well enough to raise the \$7,000 I needed.

I made a short game play video, created my Kickstarter page and launched the campaign. As you already know, it failed miserably, and it turns out this happens quite often.

TO PUT IT INTO PERSPECTIVE

Successful campaigns on crowdfunding are not as easy as they may look. For essentially a 1-man operation like me, the odds of success would be less than 1%. Here are some startling facts:



Competition

Only 22% of KS projects meet their funding goals, and the large percentage are by established designers or companies



Funding

Of those who do, the average funding amount is \$28k (that includes all categories)



Potential

Less than 5% of KS projects exceed \$100k in funding

WHEN IT COMES TO GAMES, IT'S EVEN TOUGHER

Each month there are an average of 434 games competing for backers attention and money!

13 years

Games is the 2nd largest behind Music

Funded: 30,704 (Many are established designers or companies)

Failed: 37,083 (55% Fail)

Avg. games/year: 5,214

Avg. games/month 434

Successfully Funded Projects

Most successfully funded projects raise less than \$10,000, but a growing number have reached six, seven, and even eight figures. Currently funding projects that have reached their goals are not included in this chart — only projects whose funding is complete.

Category	Successfully Funded Projects	Less than \$1,000 Raised	\$1,000 to \$9,999 Raised	\$10,000 to \$19,999 Raised	\$20,000 to \$99,999 Raised	\$100 K to \$999,999 Raised	\$1 M Raised
Games	30,704	2,578	12,758	5,244	7,165	2,688	271

41%

As you can see, when you drill down to the games category, 41% raise between \$1,000 and \$10,000 dollars (that's almost half of all campaigns).

Of the 57,000+ games over 13 years, only 2,688 have ever raised over \$100k dollars. What you don't see what percentage of those projects are run by large and established board game companies, or successful designers that shouldn't be on Kickstarter in the first place...but they are, and they get most of the pledges!

THE TRUTH ABOUT KICKSTARTER..IT'S NOT REALLY FOR CROWDFUNDING ANYMORE

So there you go, the truth is Kickstarter has become a playground for established companies and designers to fund games they were going to create anyway.

I don't blame Kickstarter, I mean they're not going to turn down the 5% commission they earn for the money raised in every campaign. These large companies see that as a small cost to get all of their games funded upfront.

Unfortunately, this makes it much harder for first-time designers like you and I, who truly need crowdfunding to make our games a reality.

THE SILVER LINING

Unsuccessfully Funded Projects

Funding on Kickstarter is all-or-nothing in more ways than one. While 10% of projects finished having never received a single pledge 78% of projects that raised more than 20% of their goal were successfully funded.

Category	Unsuccessfully Funded Projects	0% Funded	1% to 20% Funded	21% to 40% Funded	41% to 60% Funded	61% to 80% Funded	81% to 99% Funded
All	334,912	56,048	218,325	34,495	14,813	6,228	5,001
Games	37,083	2,923	24,538	4,846	2,513	1,253	1,010

This chart shows that a whopping 78% of projects that reach more than 20% of their funding goal, eventually go on to get funded successfully (this is among all categories, not just games).

80/20 RULE

It's like the 80/20 rule, if you get to 20% of your funding goal, nearly 80% of those projects go on to get funded, so 20% is a great target to shoot for.

However, if you reach 20% of your goal on day 29 of your 30 day campaign, the odds are you're not going to secure the other 80% you need on the last day.

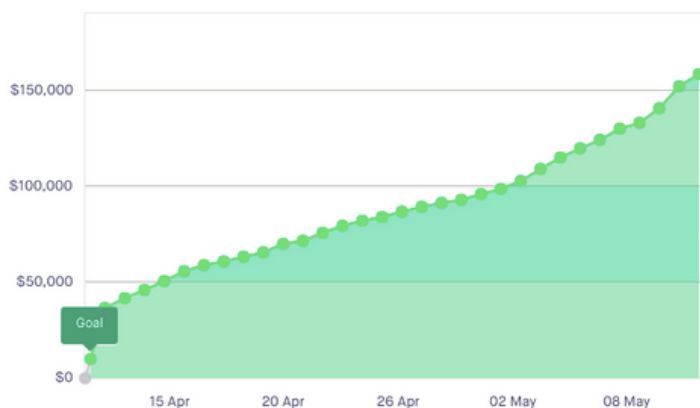
In order for you to be successful, you need to reach a minimum of 20% on day one!

100% FUNDED ON DAY ONE - IN FACT, WE DID IT IN JUST OVER ONE HOUR!

I turned my campaign on at 8:50AM, Tuesday the 12th of April, and started to pray.

My heart was racing, but thankfully so were all the backers to my page! In a little over an hour we had already fully funded, and reached over \$10,000 in campaign pledges.

Funding progress



SO HOW DID I DO IT?

That's what I want to share in this book, so you get a very clear picture about what it took me to succeed, and all the failures I had to learn from, so you won't have to.

CONTENTS

- I. First Things First - Pg. 17
- II. The Pre-Launch - The most important phase of any campaign - Pg. 22
- III. Target Your Audience - My social media advertising strategy to generate leads - Pg. 34
- IV. Landing Page Strategy - My landing page to convert leads into VIPs - Pg. 46
- V. Kickstarter Strategy - To get more backers, and to higher average pledges - Pg. 49
- VI. Post Campaign and Fulfillment - the hard part begins when the pledges end - Pg. 54
- VII. Now What? Creating new editions, expansions or your next game - Pg. 55

I also want to share the recorded webinar I did that lets you hear most of what is in this book to reinforce what you learn here. You can visit **www.KickstartMyGame.com** and enter the code: tgagame to access the webinar.

YOUR OWN KICKSTARTER COACH

KICKSTART



MY GAME

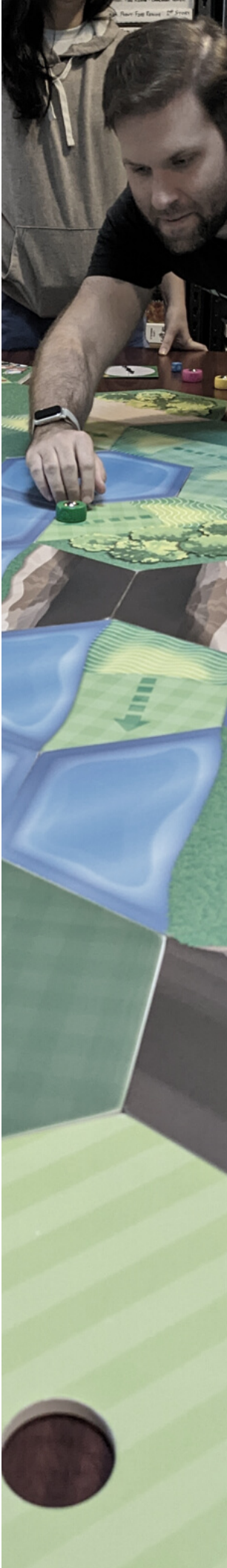
This book is a great starting point, and will definitely guide you in the right direction, but if you want a Kickstarter coach I'd love to help you on your journey.

Just visit www.KickstarterCoach.com and schedule a 15 minute discovery call. If I feel we can help, you can choose from several options that best meet your needs and goals.

No matter which option you decide, you'll know that you have done everything possible to give your game the best chance to succeed, and that's all you can do.

I look forward to meeting you.

To learn more visit KickstarterCoach.com

A man with a beard and a black t-shirt is sitting at a table, focused on a board game. He is moving a small green piece on a large, colorful map that serves as the game board. The map features various terrain types like green fields, blue water, and brown mountains. Other game components like dice and cards are visible on the table. A woman is partially visible in the background, also looking at the game.

I. FIRST THINGS FIRST

If you don't have a working prototype, that is completely manufactured, play-tested, with plenty of pictures and videos to share...you don't have a game, you have an idea.

If you're a first time designer, and you don't have a game, your chance of funding is little to none. I would not recommend launching until you have reached this point.

My journey to get to the 'starting line' was over 1 year, and that's why this game had such a strong impact on everyone who saw it.

Just as important as having a physical game that has passed the approval of the majority who play-test it is, knowing exactly how much it will cost to make, it's dimensions, it's weight and how much it will cost to ship.

THE DEVIL IS IN THE DETAILS

Not knowing these numbers, as accurately as possible, means you may have a successful Kickstarter in terms of reaching your funding goal, and still lose money.

My first bit of advance, call a tax consultant and find out what kind of sales tax, import tax, and any other taxes you'll need to deal with when you are fully funded!

YOU NEED MORE MONEY THAN YOU THINK!

We discuss taxes in our Masterclass, but for now let's focus on the amount of money you'll actually need to fund your game.

TRUE FUNDING GOAL

I'm not sure I came up with a formula, but I did come up with a checklist of tasks you need to accomplish before you can price your game and set your rewards for backers.

MOQ OR MINIMUM ORDER QUANTITY

When you place an order with a game manufacturer they will set what is called an 'MOQ', or the the minimum order quantity, which is the minimum number of games you must order.

For the TGA my MOQ was 500 copies. At that amount my cost per copy was \$20



Simple math says that 500 games at \$20 a copy equals \$10,000, so that's what I decided to set as my goal for my Kickstarter campaign.

Thank goodness we did well above that or I would have been in big trouble!

LANDED PRICE

There is a new term I learned in the industry called 'Landed Price', which is the price per copy you pay after shipping and import fees are calculated.

Based on my initial quote of 500 games, the factory estimated shipping costs to be just under \$5,000 from China to New York, which brings my total cost to \$15,000.

The new math is now \$15,000 divided by 500 games which equals \$30 (it was actually \$29) as my landed price per copy. Essentially, if my campaign doesn't raise at least \$15,000 dollars, I would have to put money in from my pocket to cover the cost of shipping the 500 games to the U.S.

PRICE PER COPY



Now that you have your true cost, you can figure out your price per copy you want to retail for.

Start with your cost \$29, so you need to make a profit on that. If you sell to a distributor mark it up 25%, so you sell it at \$36.25. The distributor does the same, so they sell to the wholesaler/retailer for \$45, and the retailer marks it up 100% so the MSRP is \$90!

I WAS WAY OFF!

Since I did not take into account my landed price and simply went of the MOQ price, I was way off, and had my MSRP at \$75.

It might not seem like a lot but \$15 is huge and can easily make or break your campaign.

WHAT'S YOUR PROFIT?

Even though on the surface it looks like you'll make 25% or \$7.25 per copy, it's actually less than that.

There are credit card processing fees of 3% per order and Kickstarter takes a commission of 5% of your total pledges raised.

You will also have advertising expenses that you will have to pay upfront, and then recoup after you receive the money from Kickstarter which can take about 30 days or more from the day the campaign ends.

DO YOU STILL WANT TO DO THIS?

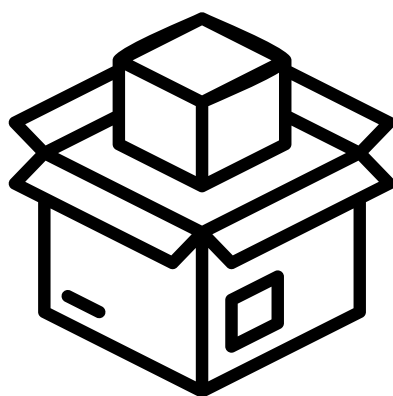
I'm not trying to scare you away, just want you to know what to expect. Keep in mind that games you sell direct on your website through pre-orders can be quite profitable since you don't have to pay a distributor or wholesaler, and keep the complete profit margin.

HIDDEN COSTS

There might be some other 'hidden costs' depending on how you structure your campaign.

If you have stretch goals that add expansions or components, you have to factor those costs in and something called 'Pick and Pack'

WHAT'S PICK AND PACK?



Just like it sounds, someone has to 'Pick and Pack' the different add-ons, and that's not part of the cost of making and assembling the game.

Depending on how many items a person orders, your pick and pack costs can range from \$1.00 to up to \$3.00 per order, which can significantly increase your costs and cut into your profit margins. We'll talk more about stretch goals later but just wanted to mention this now.

THE NECESSARY EVIL

You cannot skip any of this work. I realize most designers are not naturally math and numbers people, so if that's you, make sure to work with an accountant to understand your costs of goods sold. This is critical not only get funded, but to also be profitable.

II. THE PRE-LAUNCH

When you think of a launch, you imagine the start of something big!

Countdown, 3-2-1...Ignition...Lift Off and away we go! However, the launch is actually the end of a tremendous amount of work that is ready for its next stage.

Let me explain. To launch a rocket, there are like a million different things that need to happen first, many more than my feeble mind can comprehend, but you know what I mean.

By the time that rocket gets to that launch pad there have been endless hours, and exercises, and tests and so on, so that this launch is successful.

It is the same thing with your game, or frankly any new endeavor you want to introduce to the market.

STEPS TO ZERO

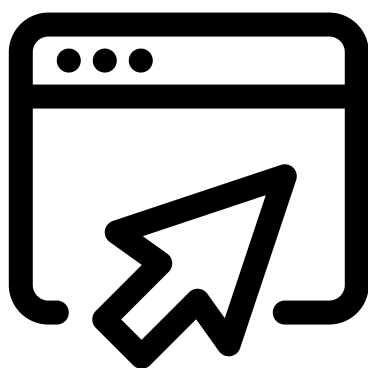
I call it 'Steps to Zero' or everything you need to do in order to get to that amazing day that you launch your Kickstarter campaign. Let's get into more detail.



1. MARKETING

Ahh, my favorite word...'marketing'. It's like an all-encompassing word that basically means, *'let everyone who needs to know about, know about it, so you can get rich!'*

OK, maybe that's not the accepted definition of marketing, but it's what needs to happen in order for your project to be a success.



2. LANDING PAGE

A landing page is basically a one-page website where you're going to send all your excited people to become part of your journey.

3. THE CAMPAIGN

The campaign consists of all the strategy, (what you're going to say and do), and the 'tactics' (how you're going to do them) to get people to your landing page. Generally it will include social media posts, paid ads, reviews, and possibly media or press coverage.

THE GOAL

Beyond telling the world so you can get rich, you should set a goal of 1,000 email subscribers. This is the amount you will need at a minimum before you launch your Kickstarter campaign.

Why 1,000 emails you ask, well on average using my system about 30% of your email subscribers will go on to pledge. This means about 300 pledges, which is typically enough to get funded on most campaigns.

HOW MANY BACKERS DO YOU ACTUALLY NEED?

To know exactly how many backers you will need, take your total amount you want to raise, and divide it by the average cost of your game. So in my example I had \$10,000 divided by \$75 (my estimated MSRP, and the amount I set the basic game pledge) and my total was 133 backers! As we already discussed that was actually less than I really needed, but it gave me somewhat of a point of reference.

With an email list of 1,000 if I only had 10% converted, I'd still get 100 backers, and then felt confident that through the course of the campaign I could get the others through the exposure on Kickstarter.

STARTING FROM ZERO

Problem was, I had a lot of steps still since I had zero emails, zero followers and zero experience in launching a game, so let's break down the marketing piece a little further.

MARKETING STRATEGY - DIGITAL ASSETS

Marketing is the whole of your efforts to get the word out on your game. To have a well-rounded marketing campaign you're going to need certain tools to accomplish these tasks.

HERE IS WHAT I USED IN MY CAMPAIGN:

- 1) Website (GoDaddy)
- 2) Social Media
 - Facebook
 - Instagram
 - YouTube
 - TikTok
 - Discord
- 3) Email (MailChimp)
- 4) Landing Page (ClickFunnels)
- 5) Stripe (Credit Card Processing)
- 6) Canva (Graphic Design) or Fiverr.com
- 7) Wondershare (Video Editing)

I'll briefly touch on each one since they are self-explanatory.

Get your website up and running as soon as possible. At this point, you're not going to offer pre-orders, or require an e-commerce site, but you should build one that includes e-commerce and is ready when needed. I used a simple GoDaddy site, and as of the writing of this book, is the one I still use.

You don't really need any technical skill to build a GoDaddy site since all you do is customize an existing template. No need to go spending thousands on a website right now, something simple and easy to read, is the goal.



SOCIAL MEDIA

Here is something I learned, and wish I had done YEARS before I launched!

If you love games, you should make an effort to be part of board game communities online. Sites like Board Game Geek, and Dice Tower, as well as board game reviewers can truly make a positive impact if they review your game.

If you're not already part of these sites, and board gaming networks, you need to do that now!

Build your Facebook, Instagram, YouTube, TikTok and even Twitter or Linked-In page. Although I did not build a Pinterest, it is a great idea to do that as well.

There are board game communities everywhere, and the more of them you're an active member of, the better it will serve your marketing efforts.

TWO MAIN PURPOSES OF SOCIAL

First of all, there's a lot of 'free' exposure on social media that can help build your audience.

The other reason is that as you play-test you can post pictures and videos and share them with your followers.

This will help you gather quotes and comments that you can use later on your Kickstarter page to show that there are people interested in your game, and look forward to being a backer (more on that later).



We have a video on TikTok that has over 700K views! That video alone has turned into countless orders and backers, and it's just a few seconds long!

Of course, we've also made that the featured video on our YouTube channel. The bottom line is, you could never afford to pay for that kind of exposure, and your efforts growing and engaging in your social media network, can pay off big time when you launch your campaign. It takes time, don't get frustrated, get started now!

MAILCHIMP EMAIL

I love MailChimp because it's so easy to use, and so easy to integrate with your landing page and website.

As you build a lead list with emails, they will automatically be added to your MailChimp account, and make it easy for you to build email marketing campaigns which are CRUCIAL to the overall success.

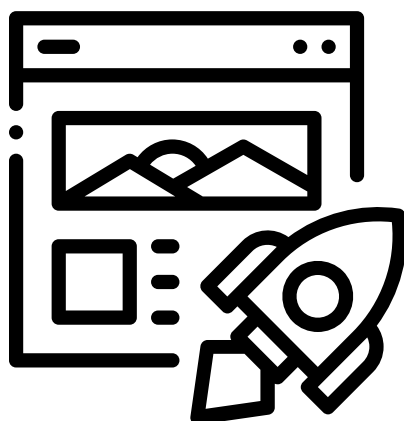


Our email went from zero to over 3,000 names and it is the most important asset you own, so make every effort to build it!

At the end of the day, the only thing you own is your email list. All of your social media pages are not yours, they belong to Facebook or TikTok, etc., The emails you collect however are yours, and they are a vital component to any successful campaign and your future on going efforts. Make it a priority to always be building your email list and you'll have the greatest chance to succeed.

LANDING PAGE

Everything we're covering here is important, but a landing page at the pre-launch stage of your campaign is easily the most crucial piece of the puzzle.



To convert visitors from passive to active followers, an effective landing page is absolutely essential.

We will go into how to build a landing page and exactly what it needs later in the book. There are many different vendors that let you build landing pages but we used ClickFunnels.

It's not the least expensive option, but it does have everything you need, is easy to use, and integrates well with your other digital assets.

In our course, we offer effective landing page templates that you can easily customize for yourself. All I can say is, this is vital for your successful launch. Funding on day one, or in the first hour literally hinges on how well you execute this part of the plan.

STRIPE - CREDIT CARD PROCESSING

This is one nobody likes, because each purchase costs you 3%, but unless you have your own bank, you're going to need a credit card processing company.



I used Stripe because there are very little barriers to entry, its easy to use and it integrates well with most websites and e-commerce carts.

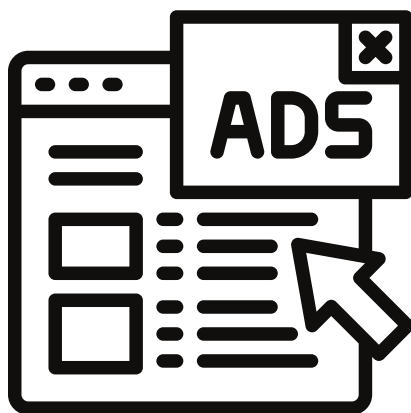
The last two items are graphic design and video editing related.

The first is Canva, the absolute best website for graphic design (and what I used to write this e-book). In fact, many of our Pro Player Cards in the game are graphics straight from Canva, and all of our social media posts are designed with Canva. If you have no flair for design hire a pro at Fiverr.com, they are talented and very inexpensive, I've hired them often!

The other is Wondershare, a website with a program to easily edit videos. Even with little to no experience, you'll be able to use these programs and look like a pro!

ROAS - RETURN ON AD SPEND

Another important term you need familiarize yourself with before you launch is the acronym ROAS, which means Return On Ad Spend



Return on ad spend (ROAS) is an important key performance indicator (KPI) in online and mobile marketing. It refers to the amount of revenue that is earned for every dollar spent on a campaign.

You can have a successful campaign without advertising heavily, but if you were able to get \$2 back in pledges for every \$1 you spent, it makes a lot of sense to invest that money in advertising.

That's why ROAS is so important, and one of the main determining factors before a company like Backerkit will agree to partner with you.

In my Kickstart My Game Masterclass, we do go into much more detail on this, for now let's cover the basics.

CALCULATE YOUR ROAS % GOAL

Before Backerkit would agree to work with me, I had to fill out this ROAS goal calculator.

Return on Ad Spend	
Average Pledge	\$105.00
Manufacturing	\$21.90
Shipping	\$7.00
Stripe	\$3.00
Margin	\$73.10
ROAS	1.44%

To do this, you need to have a very good estimate of what your costs are going to be, that is why you can't reach this point without a factory, and prototype and all the other details we explained earlier in the book.

This ROAS calculation is based on our profit margin. Mind you, my numbers were off from my final, but close enough so that this calculation was effective.

Basically, my numbers show my profit margin was so high, I only needed to sell 1.4 Games to hit 100% profit margin. This now becomes the return on ad spend goal. Anything less than 2.5 as a goal is very attractive to Backerkit and one of the reasons they decided to partner with me.

CALCULATE YOUR ROAS

As you can see from the email below, we had over a 2.5x return on our ad spend, as \$15k resulted in almost \$40k in pledges.

BackerKit Marketing update for Table Golf Association

Team BackerKit <hello@backerkit.com>

to me ▾

Hi!

Here is your 05/12/22 update from BackerKit Marketing for Table Golf Association.

Total Pledges Driven via Ads: 248

Total Value of Pledges via Ads: USD \$38,697.00

Total Pledges Driven via Newsletter: 10

Total Value of Pledges via Newsletter: \$1,959.00

Our current Total Ad Spend is USD \$15,221.90.

Now, there's a lot more to ROAS than I cover here, including how to tag and track you ad campaign, but ultimately, a good advertising campaign is like adding fuel to the fire.

However, you have to get that fire started first, and that's what the pre-launch stage is all about. If you launch your project and hope that the Kickstarter audience is going to come across your game and rely completely on that source to start that fire, you are setting yourself up for failure.

The good news is, you don't need to spend a lot of money to get the fuel you need to light that fire. Let's get started.

www.KickstarterCoach.com

III. TARGET YOUR AUDIENCE

As I mentioned earlier, when I decided I was going to put my game on Kickstarter, I had no followers.

Your email list is vital to the success of your launch, but it's hard to acquire emails if you have no followers, and no one knows about you.

The most effective type of ad that I used to gain emails was a Facebook lead generation ad campaign.

After setting up your targeting, (meaning the audience you are trying to reach), you can build an ad that includes a lead form right in it. Lead forms ads allow people that interact with them, to fill out a form right on Facebook, and not have to click through to your website.

SETTING MY TARGET

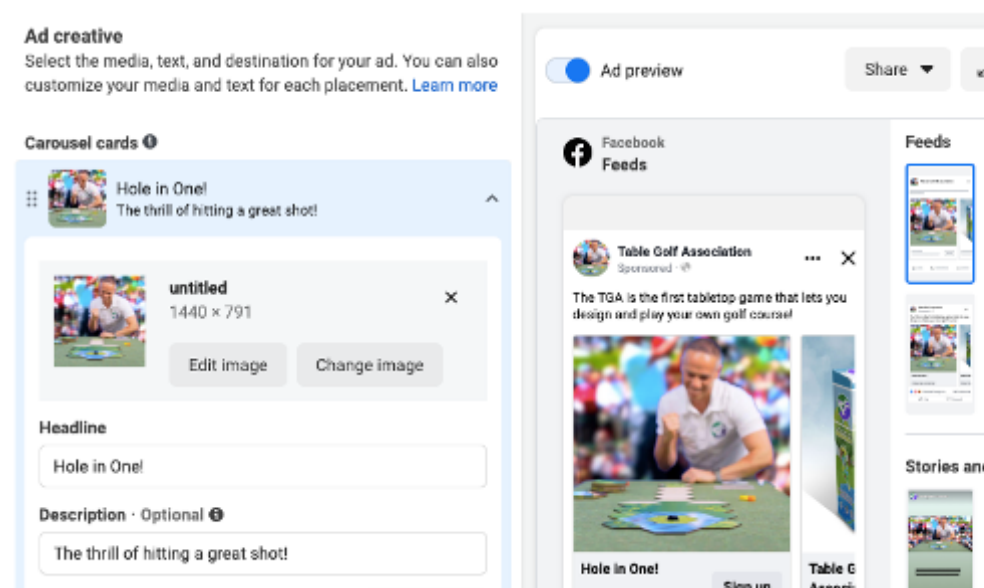
Most games have a theme that help you identify the type of person that might likely be interested in your game.

For my game, that was very easy, it's a golf game, and its main mechanic is dexterity. I used keywords like 'Kickstarter', 'Golf' and 'Dexterity Games' to create a target audience that my ads would be intended to reach.

LAUNCHING A LEAD GEN. CAMPAIGN

I am a marketer by trade. I have over 20 years of experience and it came in handy as I was able to do all this myself.

While setting up these campaigns is not difficult, and Facebook helps guide you through the process, getting it wrong can be an expensive lesson.



As with any successful ad campaign, you will need a good title, a good picture and a caption that quickly communicates the essence of your game. With my game, I do believe that was easier than most board games since the pictures I used clearly tell the story, even without text.

It's also important that you use more than one picture, (4 or 5 is ideal), and if you have a video snippet, 15 to 30 seconds is best.

HITTING THE CENTER OF THE BULLSEYE

In my lead gen ads I asked three questions.

- 1) Do you Love Golf?
- 2) Do you play Board Games?
- 3) Have you ever backed a Kickstarter?

The image displays three sequential screenshots of a lead generation form for the Table Golf Association. Each screenshot features a header with the association's logo and a sub-header 'Higher Intent - Form preview'. The main heading for each section is 'Get Ready for the TGA!'. Below this, a message reads: 'Finally, if you can't get to the course, you can bring the course to you.'

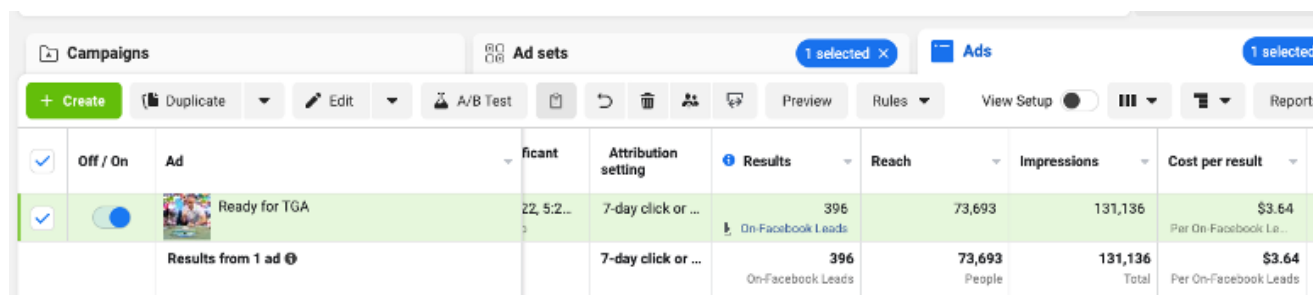
- First Screenshot:** The question is 'Do you love golf?'. It has two options: 'Yes' and 'No'. A blue 'Next' button is at the bottom.
- Second Screenshot:** The question is 'Do you play board games?'. It has three options: 'Yes', 'No', and 'Only when I'm forced to!'. A blue 'Next' button is at the bottom.
- Third Screenshot:** The question is 'Have you ever backed a Kickstarter?'. It has two options: 'Yes' and 'No'. A blue 'Next' button is at the bottom.

The options to each were generally the same, 'Yes', 'No' or the third response option was a cute/funny option. On the 'Love Golf' question the third option was 'It's a Love/Hate relationship'. On the 'Board Game' question, the third option was 'Only when I have to', and on the 'Kickstarter' question, the third option was, 'What is Kickstarter?'.

A very large majority of the responses were, Yes, Yes and Yes, meaning they love golf, they played games and previously backed a Kickstarter...Bullseye! This is exactly the person I want to collect an email from. Their name and email automatically populates, and you can download all the leads as they come in.

ANALYZING THE RESULTS

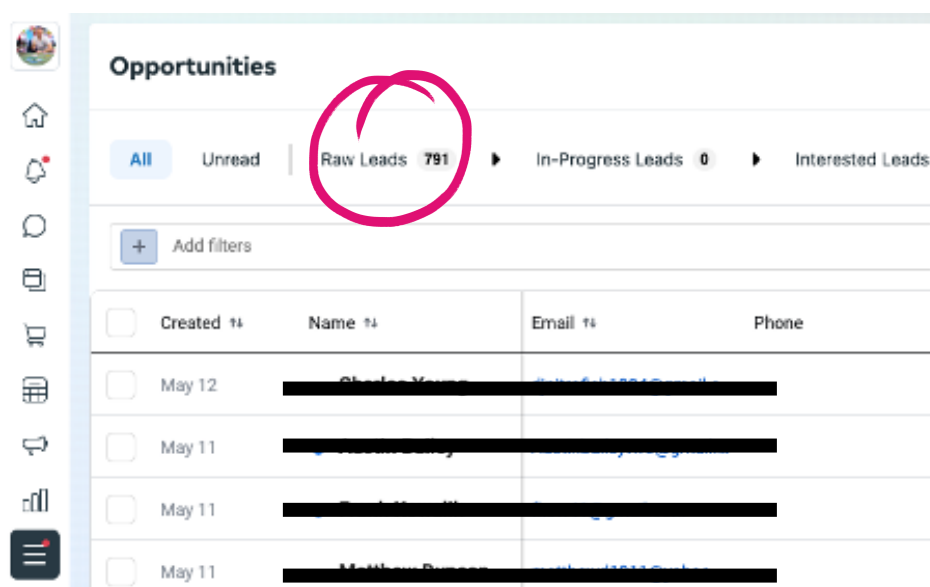
These ads worked amazingly well to collect emails. Here is a snapshot of the campaign after about a month.



The screenshot shows the Facebook Ads Manager interface. The 'Campaigns' tab is selected, and the 'Ready for TGA' campaign is chosen. The 'Results' column shows 396 On-Facebook Leads. The 'Reach' column shows 73,693 People. The 'Impressions' column shows 131,136 Total. The 'Cost per result' column shows \$3.64 Per On-Facebook Leads.

Off / On	Ad	Advertiser	Attribution setting	Results	Reach	Impressions	Cost per result
☒	 Ready for TGA	22, 5, 2...	7-day click or ...	396 On-Facebook Leads	73,693	131,136	\$3.64 Per On-Facebook La...
	Results from 1 ad		7-day click or ...	396 On-Facebook Leads	73,693 People	131,136 Total	\$3.64 Per On-Facebook Leads

I set the campaign at \$20 per day, and the leads averaged about \$2.00 each. Some days the average was as little as \$1, which means I would collect 20 emails in one day! We ran the ads all the way through till the end of the campaign and generated nearly 800 leads with this campaign, a total of \$1,600 invested.

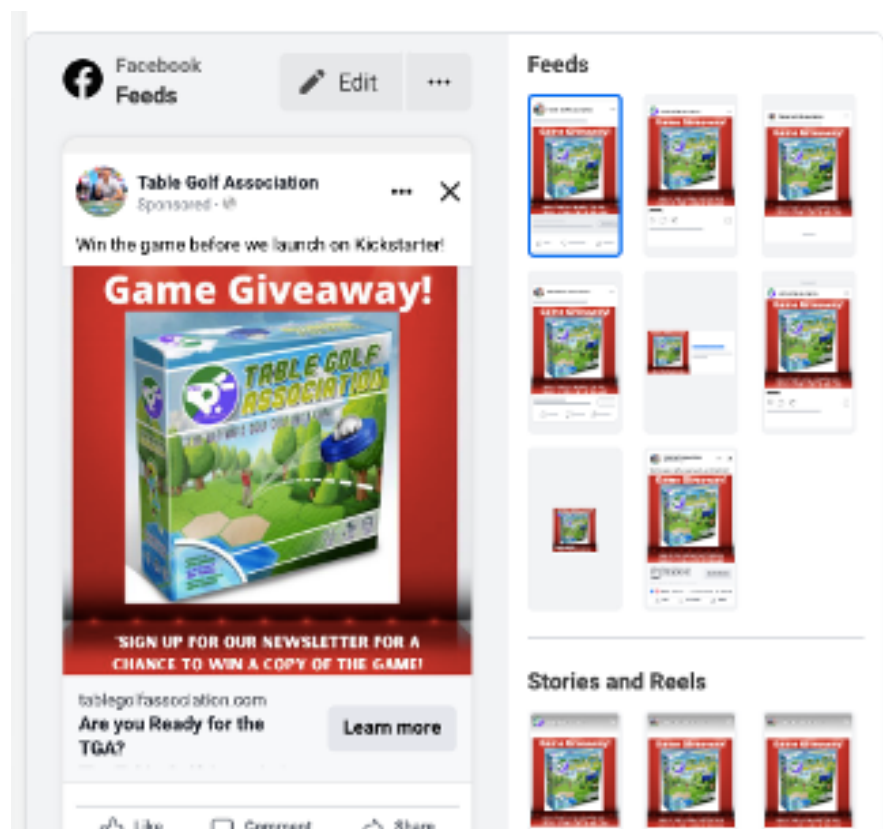


The screenshot shows the 'Opportunities' section of a leadlist. The 'Raw Leads' count is 791, which is circled in pink. Below the count, there is a table of leads with columns for Created, Name, Email, and Phone. The table shows several leads, with some names and emails redacted.

Created	Name	Email	Phone
May 12	Charles Young	...	...
May 11	...	...	...
May 11	...	...	...
May 11	Matthew Brown	...	...

FB PROMO ADS

Promo ads or banner ads can also be targeted to your specific audience, but instead of opening a form in the ad, these click through to your website or landing page.



CREATE A GIVEAWAY OR OTHER PROMOTION

People really can't resist a game giveaway, or some other prize promotion that has a lot of value. Our game giveaway ad was very inexpensive and created a ton of brand awareness and traffic to the website.

ANALYZING THE RESULTS

These ads should only be run before the campaign. You don't want someone not to pledge because they're hoping they might win it.

+ Create Duplicate Edit A/B Test Preview Rules View Setup Reports								
☒	Off / On	Ad	Significant	Attribution setting	Results	Reach	Impressions	Cost per result
☒	☒	 New Traffic Ad View charts Edit Duplicate Pin		7-day click or ...	1,861 Link clicks	43,904	65,876	\$0.14 Per Link Click
		Results from 1 ad ⓘ		7-day click or ...	1,861 Link clicks	43,904 People	65,876 Total	\$0.14 Per Link Click

As you can see the cost per click is only \$.14 cents, and was seen over 65,000 times! It generated nearly 2,000 visitors to the site, many of each signed up for my email newsletter, which was the only action they could take on the website.

At this stage, that is a critical conversion strategy. You want to have one page on your site with some pics, information on the game, a video if possible, but at the very top a simple email opt-in form.

It should say something like, be the first to get the Table Golf Association at a special price. Sign up for alerts to learn more and become a VIP backer!

More on VIPs next.

LANDING PAGE ADS

This is a key component to a successful launch. The first step is to create your landing page, which we'll discuss here in a bit. The goal of the landing page is to convert the visitor and get a commitment to pledge.



lines.

THE VIP STRATEGY

This ad appeals to the FOMO factor as well as the prestige factor. Not only can you reserve a copy, but for less as a VIP

ANALYZING THE RESULTS

The ads that drive people to your landing page build the most important segment of your email list.

+ Create Duplicate Edit A/B Test Preview Rules View Setup									
☒	Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking		
☒	☐	 New Traffic Ad View charts Edit Duplicate Pin	937 Link clicks	12,788	85,955	\$0.64 Per Link Click			
Results from 1 ad ⓘ			937 Link clicks	12,788 People	85,955 Total	\$0.64 Per Link Click			

As you can see the cost per click is only .64 cents, and was seen over 85,000 times! It generated over 900 visitors to the site, but these visitors mean business!

The people who click on this ad are the ones you want to attract because they want to reserve a copy and get the best deal as a VIP.

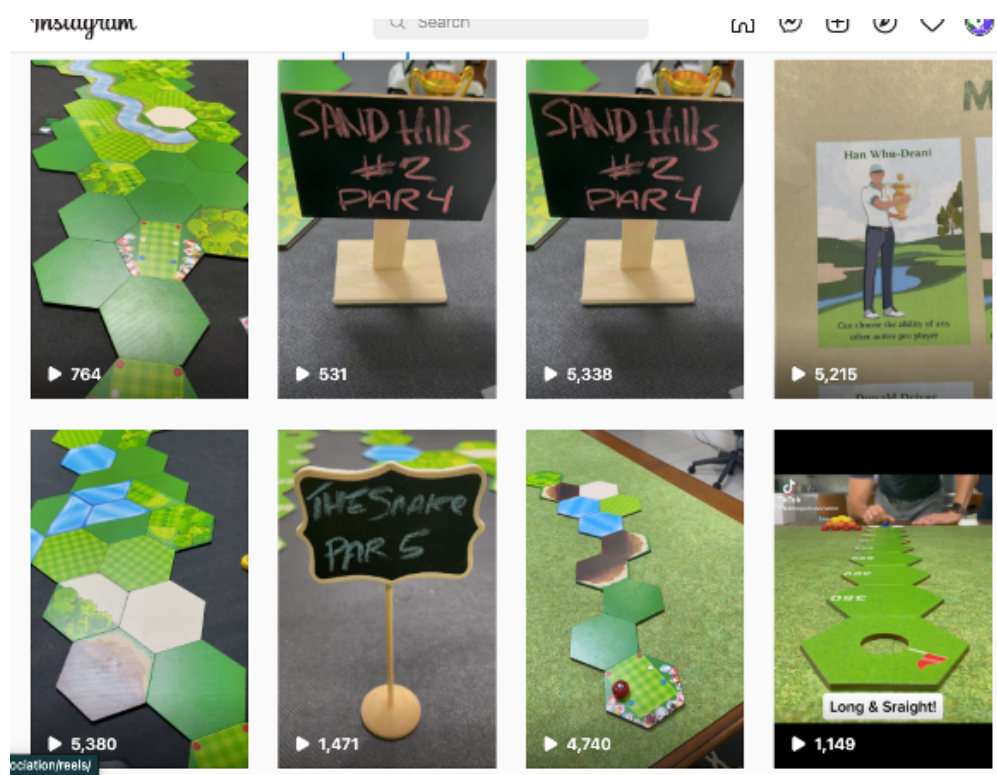
These people are committed and you need as many of these as possible in order to fund on the first day, (with the real goal to fund in the first hour).

These combined ad efforts, as well as what I'll show you on the next few pages, got us to over 1,000 emails before we launched the campaign. and took about 2 months to get there.

SOCIAL MEDIA

Outside of your paid ads, social media will help you drive organic traffic to your website and landing page. I'm not going to lie, this takes a lot of work and creativity, but organic traffic is well worth the effort.

INSTAGRAM



Instagram is a great channel, and outside of TikTok, was our biggest source of organic traffic. Again, its best if you have a working prototype, so you can share videos and build excitement through your play testing.

Using the right hashtags and building your community is crucial to your success.

www.KickstarterCoach.com

TIKTOK IS A NECESSITY

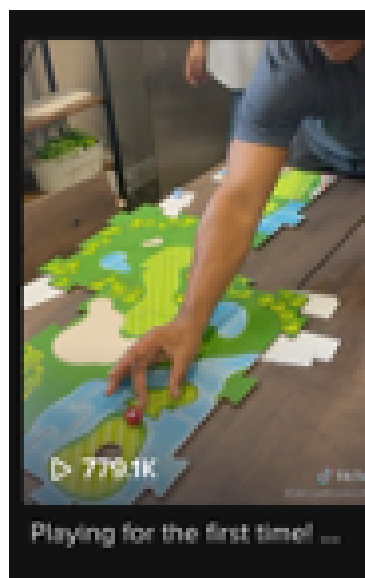
I created my TikTok channel very late in the process, and man do I regret it!



Here you see my 4th video called 'Golf Gods' garnered over 14,000 views! At that point I had hardly anyone following my TGA page.

I'd have to combine all my views on my Facebook page to get to that number.

Then a few months later, we posted one of our original videos and it took off!



Nearly 800k views!

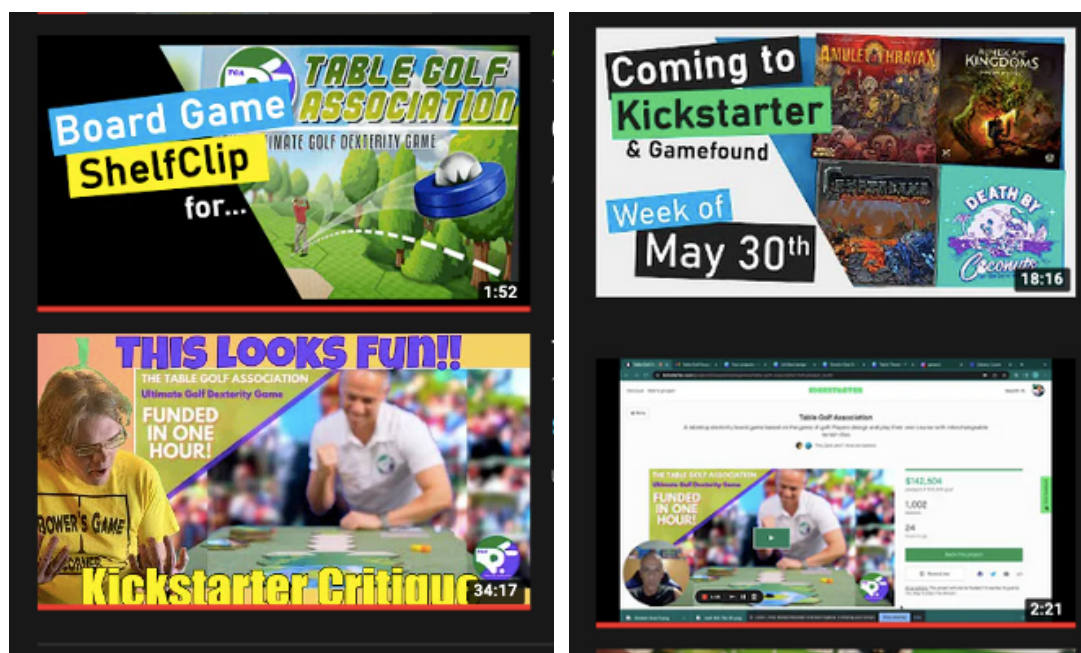
These are real numbers and you can imagine what it's done for the exposure of my game and sales.

YouTube

These videos will also be posted on your YouTube channel which is great for search results.

SEND GAMES TO BOARD GAME REVIEWERS!

Before you launch your Kickstarter, I invested in 20 advance promo copies to mail to reviewers



These reviews are essential for your Kickstater page and give your game real credibility. We were able to get some great reviews including the 'Pick of the Week' by the one and only Tom Vasel on The Dice Tower.

That same day we had an additional 90 people pledge for the game, and give us a nice lift right near the end of the campaign. It was literally my last promo copy, and he received it the day of the show!



**18,537 views
streamed live
on May 4,
2022!**

CAPTURE THE COMMENTS!

In addition to the exposure on social media, capturing the comments is very important. We even used the first comment below to describe the essence of our game

The Table Golf Association is the First Tabletop Game that Makes you Feel Like You're Actually Playing Golf!

"Hi guys, loving what you are doing. As a golfer and gamer this fits right into my wheelhouse -

"How do I buy one of these sets?! I wanna play so bad! It looks so fun"
Tanner Farmer - FB Fan Post"

" I wanted this game from the get go. More you post, more I want it. 😊 - Todd Cuzzort - Facebook Fan post"

" Hey, So yeah, I would totally nerd out on this for hours! I am very excited about this, so brilliant! - Mcabre Danse - Instagram Fan Post"

We took all of these great comments and added them to our Kickstarter page. These help backers to pledge with confidence, knowing that other people also want the game and feel the same way about it.

IV. LANDING PAGE STRATEGY

Now that you know how to get all the attention you need, it's time to learn what to do with it.

CONVERT TRAFFIC WITH A LANDING PAGE



The Table Golf Association is the First Tabletop Game that Makes you Feel Like You're Actually Playing Golf!

THE LANDING PAGE VIP STRATEGY

A landing page is different from your website in that its sole purpose is to capture the visitors information and get them to commit to backing your game.

We used the VIP strategy to accomplish this.

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WHAT IS THE VIP STRATEGY

There are two parts to this and both are required to be successful.

If you Can't get to the Golf Course, now you can Bring the Golf Course to you!

The TGA will draw you in with its beautiful design and keep you playing for hours with its replayability and unique challenges.

Players 1-8; Time 30 Minutes to 120 Minutes (depending on how many holes you play); Ages 10 to 99

- ✓ **Easy to Setup:** Design the course in minutes and start playing
- ✓ **A Game of Skill:** The ball is easy to flick, but difficult to master
- ✓ **Replayability** - Every time you play, you can create new courses for unlimited replayability
- ✓ **Fun for the Whole Family!** Accessible for all ages
- ✓ **Makes a Great Gift** - For the golf-lover in your family
- ✓ **Advanced or Basic** - If you love golf, the game offers all of the nuances and challenges of the real game
- ✓ **Super Hi-Quality** - The game comes with 25 wooden terrain tiles that are guaranteed to last a lifetime

"Hi guys, loving what you are doing. As a golfer and gamer this fits right into my wheelhouse -"



The page starts with some of the most important highlights and selling features of the game. Use bullet points, concise and appealing.

Become a VIP Member for Exclusive Offer

We're launching soon. Get this exclusive discount by signing up now!

Reserve My Launch Invite

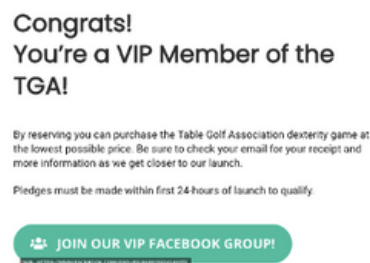
The next section is where you ask them to reserve their copy now and they'll get a discount. When they do, your page will take them to a 'checkout' page where they will be charged \$1 to reserve a copy at a discount. I offered a \$15 discount, so any pledge of \$75 would get the game for \$60.

WHY \$1?

It seems like an insignificant amount, but it's enough to get the commitment you're looking for.

Funnel Updates		
The order of funnel steps was updated within the selected date range (changed on 2022-03-14 21:32:16 -0400).		
Earnings Per Click	Gross Sales	Average Cart Value
\$0.12	\$207.00	\$1.00

We had 399 people visit the page (which means we already collected their email address), and 207 paid the \$1 to secure the game at a \$15 discount. If you recall I was trying to raise \$10K, if you divide that by \$60, I would need 166 people to pledge, well I already had 207 that pre-paid a \$1 so they can pledge on day 1.



It's also important to invite all VIPs to join your private Facebook Fan Page.

EXECUTING THE DISCOUNT

This part was something I did not execute well, but you don't have to make the same mistake I did. You can either let them know - **via a VIP only email**, that they can pay \$75, and you'll credit \$16 in the pledge manager, or they can pay \$1 and you'll charge the an additional \$58 (since they had already paid a \$1 to reserve their copy at a discount). It's better to charge \$75 and then credit so you can fund faster.

V. KICKSTARTER STRATEGY

Even if you do everything else right, if you don't get this part right, you won't be successful

YOU'RE GONNA NEED A VIDEO!

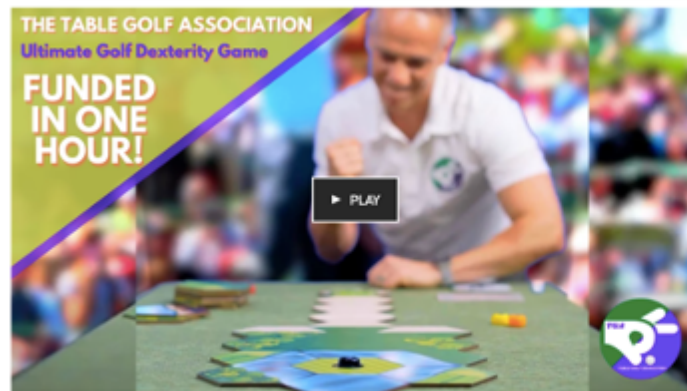


Table Golf Association

\$158,583

pledged of \$10,000 goal

Pledge \$10 or more

Support Pledge

Anyone who pledges at this level will also be supporting the non-profit 'The First Tee'. We will donate \$5.00 from this pledge to their worthy cause! Thank you for supporting us, and The First Tee.

NOTE: Support Pledges do not count as 'backers' towards stretch goals.

ESTIMATED DELIVERY
Jun 2022

6 backers

Backer report

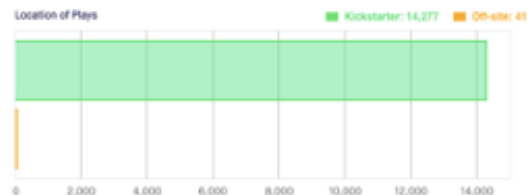
NO SURVEYS SENT

THE VIDEO IS THE FIRST THING BACKERS SEE

Project Video Plays

14,318

39.55% of plays completed

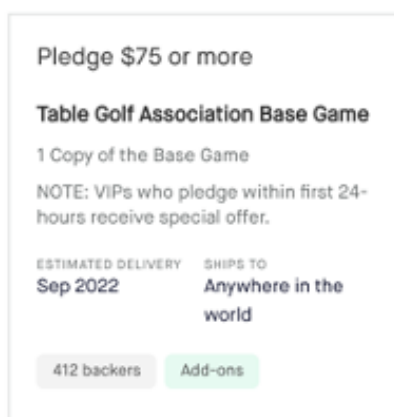


Our video was played over 14k times, and watched completely almost 40% of the time. We hired a student studying film at the local college and made for just a few hundred dollars. It kept backers engaged and moving down our page to pledge.

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GET YOUR PLEDGES AND YOUR SHIPPING RIGHT!

Pledges need to be simple. The amount, and the items it includes and nothing else.



As you can see here, we listed the pledge price, and the item, 1 copy of the base game. Don't fill this section with any other copy or text, you do that in the body of the page.

What you can also see is that I made a HUUUUGE mistake when I left the setting to 'Ships to Anywhere in the World'.

Shipping was and as of this writing still is, the most difficult part of all this. If you are way off, you can easily lose money even if you fund successfully.

WORK WITH A SHIPPER, WE USED EASYSHIP

A 'last mile' shipper like Easyship will be able to quote you exactly what it will cost (based on your weight and box dimensions) to every country you want to ship to. When you set up your pledges, you will manually set the price for each country. It is a pain in the butt, but there is no way around it, get this right or you will be sorry! The best option is to charge shipping after, in the pledge manager and not as part of the pledge itself.

GRAPHIC DESIGN FOR A PROFESSIONAL LOOK

Your page needs to be on the same level as the pages from the big boys, so take your time or hire a graphic designer.



**Meeple Mania Games is proud to present the
Table Golf Association**

**The First Tabletop Game that
Makes you Feel Like You're
Actually Playing Golf!**

Whether you love golf or not, you're going to love playing in the TGA. This game will draw you in with its beautiful design and keep you playing for hours with its replayability and unique challenges.

Will you have what it takes to make in the TGA?



1-8



30-120 Min



Ages

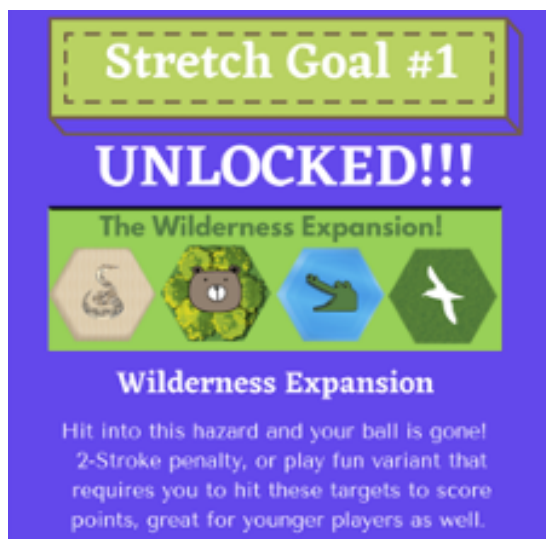
To create the graphics I used Canva (same I use for all my graphics)

You can learn from the other successful pages on KS, or you can search for our page which is still accessible.

Tell them why the game is awesome, how it plays, what comes in the box, and include review and play-through videos wherever possible.

STRETCH GOALS

The last big factor to consider will be your stretch goals, and yes, you have to offer stretch goals.



When you complete your Kickstarter page, you will be able to share a 'preview' link.

This link allows anyone you send it to, the access to see your page, even though it's not a live campaign yet.

THANK GOD I DID THAT!

Thankfully, I had a lot of great people (most of the VIP's) preview my page and gave me great feedback.

One bit of feedback that may have saved my campaign before it started was that I needed to offer stretch goals. You see, when I first built my page, I did not have any stretch goals.

The caveat is as you add items, you'll ad cost, and maybe increase the weight of your product, and the dimensions of the box. This can be a nightmare if not managed correctly but in the end stretch goals are something you must make a part of your campaign.

PLAN AHEAD

Carefully plan ahead, so that you can cover those costs each time you offer a new stretch goal.



I chose to offer my stretch goals based on the number of backers.

When we reached 250 backers, we offered our first goal, and at 500 our next goal and so on.

STRETCH GOALS BASED ON PLEDGES

The other option, (and the one I will use next time) is to reward stretch goals based on dollars amounts.

So, at \$10,000 you offer the first and then \$50,000 the next (again make sure you are not offering something that costs you more than you are collecting).

This method can be better because backers can always increase their pledge amount, but they can't pledge twice, so if you do it by dollar amount everyone who backs can pledge more later on in the campaign, to help you reach the next stretch goal.

VI. POST CAMPAIGN AND FULFILLMENT

Trust me when I tell you, this phase is a ton of work! The easy part is making the game, the hard part is fulfilling the orders and shipping everything in a timely manner.



HIRE A PRO

We hired UFL to manage all our Kickstarter shipping. They are based in Chicago. Their company received the shipment from China and arranged all of the shipping details.

LAST MILE SHIPPER

We also worked with Easyship for the 'last-mile' which coordinates shipping when more than one courier is involved.

Without a doubt, this is the toughest part, especially if you have multiple items in one pledge that need to be sorted, and can change your original box dimensions estimates. If you do everything right, you'll minimize issues, but there will always be some to deal with.

It's a lot of work, but if I could do it...YOU CAN TOO!

on is the
You're

VII. WHAT'S NEXT?

KICKSTART



MY GAME

This book is a great starting point, and will definitely guide you in the right direction, but if you want a Kickstarter coach I'd love to help you on your journey.

Just visit www.KickstarterCoach.com and schedule a 15 minute discovery call. If I feel we can help, you can choose from several options that best meet your needs and goals.

No matter which option you decide, you'll know that you have done everything possible to give your game the best chance to succeed, and that's all you can do.

I look forward to meeting you.

To learn more visit KickstarterCoach.com

THANK YOU!

JOHN GARCIA, DESIGNER - TABLE GOLF ASSOCIATION

www.KickstarterCoach.com

KICKSTART MY GAME



Thank you for downloading this e-book.

Creating the Table Golf Association was a classic labor or love. I learned many things as a first time board game designer, and I feel blessed to be able to share them with you here.

Regardless of your goal, if you want your project to reach its full potential, I believe there's a lot of information here that will help you.

While my campaign was successful well beyond my expectations, we cannot guarantee the results of your project by following the guidelines I share here. My strategy and tactics are for you to take into consideration and provide a point of context, but your journey is unique and your results may vary.

One thing I can assure you is that you will embark on the ride of a lifetime, and no matter what your results, you'll never say 'I wish I had'.

WRITTEN BY JOHN GARCIA
DESIGNER - TABLE GOLF ASSOCIATION