



# Game Plan: Your Indie Publishing Workbook

**Game Plan: Your Indie Publishing Workbook**

**By James Pearson**

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# Resources for Indie Publishers

Area of Use	Professional (Paid)	Free or low-cost
AI Image Creation	Midjourney	Google Gemini, Nightcafe
AI Text Creation	ChatGPT (Paid)	ChatGPT (Free)
Desktop Publishing	Adobe Indesign, Affinity	Scribus
Editing/Proofreading	Grammarly	Quillbot, Grammarly (Free version)
Image Manipulation	Adobe Photoshop	GIMP
Map Making	Dungeondraft with commercial use assets, Arkenforge	
POD	<a href="https://www.lulu.com">Lulu.com</a> , <a href="https://www.drivethrurpg.com">DriveThruRPG.com</a> , Kindle Direct Publishing	
Rendered art for vehicles and gear	Autodesk Fusion	Blender
Shipping Labels	Paypal	Paypal
Stock Art	<a href="https://www.123rf.com">123rf.com</a>	Pixabay
Vector Manipulation	Adobe Illustrator	Inkscape
Artists/Misc	Upwork	Fiverr
Video Editing	Adobe Premiere	Camtasia by Techsmith
Audio Editing	Audiate by Techsmith	Audacity

# List Your Product Ideas

Take a few moments to note all the different products, adventures, and ideas you might have for your game. Is there an ebook? Cards? Parts? Add-ons

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

# Product Title

Brainstorm a list of titles for your game or product. Include keywords. Consider a subtitle. Include "rpg" or "game" if needed. Include a ™.

You can find a bit more info on trademarking your game by visiting:

<https://www.mekiplaw.com/how-to-trademark-a-game-the-ultimate-guide/>

1

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15

# Knowledge & Skill Set

There are a lot of parts to self-publishing a book, game, or any product. Not everyone has the same skill sets. You may need to look for someone (paid or unpaid) to assist you with your project

List all the skills you'll need to create your product. Graphic design? Writing? Editing? Proofreading? Play testing?

What are the skills you have or are willing to learn?

Who do you know that can help with your product or fill in gaps in your skill set? Other authors? Illustrators? Friends? Family?

What skills might you have to hire someone to help you with?

# Describe Your Product

Brainstorm a couple of ways to describe your product. This can be part of your sales pitch

It's like
meets

## For Example

It's like <i>Scarlett</i>
<i>Johansson</i>
meets <i>Ghostbusters</i>

# Describe Your Product

It's like

---

meets

---

---

It's like

---

meets

---

---

It's like

---

meets

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# Target Audience

Not everyone who plays games will want to buy your game. For example, many people don't play RPGs, some will only play board games, and others will only play collectible card games like Magic: The Gathering. Some people prefer light rules, while others like their rules crunchy and detailed. Even the genre may not appeal to everyone.

Gender

Age

Location

Education

Income Level

Occupation

What do they do in their free time (besides play games)?

What are their favorite games?

What are some of their biggest frustrations with their current games? With learning new games?

# Competitor Analysis

What games might be similar enough to yours to be considered competitors? Learn from your competitors and consider how to set your game apart from theirs.

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
PRODUCTS				
PRICE				
APPEARANCE (COLOR, FONT)				
QUALITY				
PACKAGING				
REACH				
WEB LINK				

# Ad Tracker

AD LOCATION \_\_\_\_\_ DATE \_\_\_\_\_

DAILY BUDGET	SPENT	SALES

## LISTINGS:

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

## RESULTS

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RUNTIME OF ADS	TOTAL PROFIT	DATE OF NEXTAD CAMPAIGN

## NOTES

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# Quarterly Sales Stats

QUARTER \_\_\_\_\_

VIEWS	VISITS	SHOP FAVORITES	PRODUCT FAVORITES
BEST PERFORMING			
LEAST PERFORMING			
TOTAL FEES PAYABLE			
TOTAL SALES			
TOTAL REVENUE			

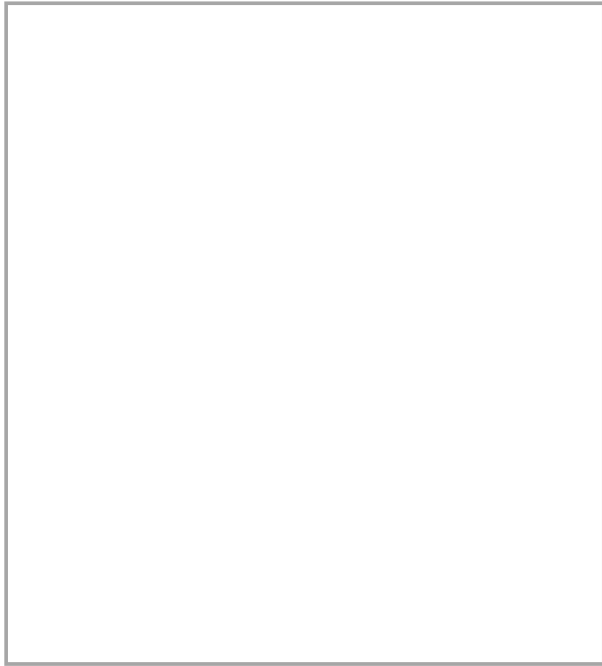
VIEWS	VISITS	SHOP FAVORITES	PRODUCT FAVORITES
BEST PERFORMING			
LEAST PERFORMING			
TOTAL FEES PAYABLE			
TOTAL SALES			
TOTAL REVENUE			

VIEWS	VISITS	SHOP FAVORITES	PRODUCT FAVORITES
BEST PERFORMING			
LEAST PERFORMING			
TOTAL FEES PAYABLE			
TOTAL SALES			
TOTAL REVENUE			

# Quarterly Goals

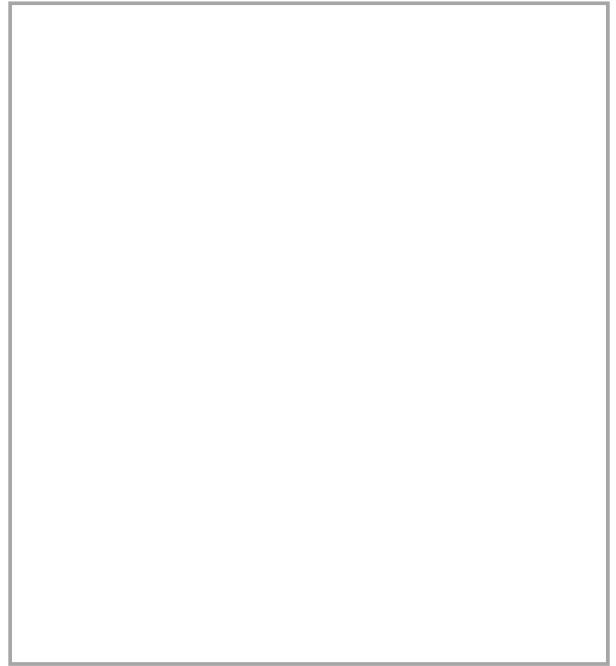
## Quarter 1:

From \_\_\_\_\_ To \_\_\_\_\_



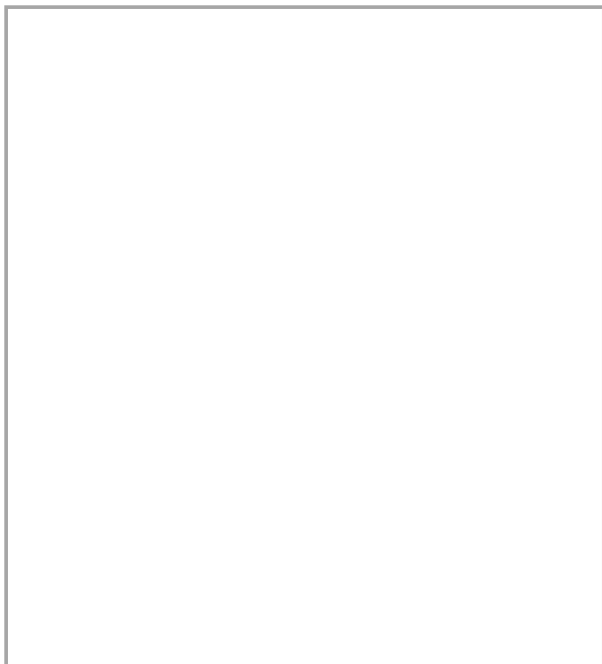
## Quarter 2:

From \_\_\_\_\_ To \_\_\_\_\_



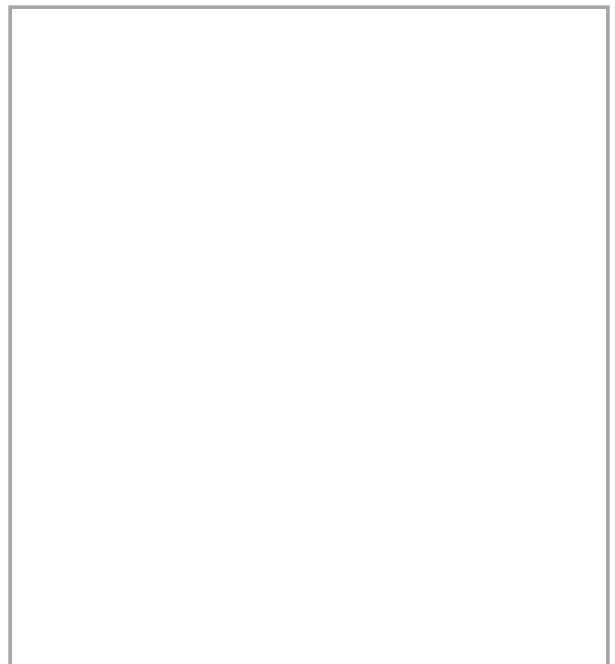
## Quarter 3:

From \_\_\_\_\_ To \_\_\_\_\_



## Quarter 4:

From \_\_\_\_\_ To \_\_\_\_\_







# Seasonal Planner

What events, conventions, holidays, author signings, markets and other sales venues can you think of to sell you game.

Year:

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JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



# TASK CHART

TASKS	M	T	W	T	F	S
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NOTES

# Daily Planner

DATE \_\_\_\_\_

## My Top 3 Priorities

1.	2.	3.
----	----	----

## People I must Reach Out Today

1.	2.	3.
----	----	----

## Tasks that must be completed before end of the day

1.	2.	3.
----	----	----

Schedule the above items into my day below

### MY DAY

6 AM	
7 AM	
8 AM	
9 AM	
10 AM	
11 AM	
12 PM	
1 PM	
2 PM	
3 PM	
4 PM	
5 PM	
6 PM	
7 PM	
8 PM	
9 PM	
10 PM	

### TODAY'S TREAT

--

### I'M GRATEFUL FOR

1.
2.
3.

### NOTES

--

# Weekly Planner

WEEK

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MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

NOTES

# Monthly Calendar

MONTH: \_\_\_\_\_

YEAR: \_\_\_\_\_

SUN	MON	TUE	WED	THUR	FRI	SAT

IMPORTANT REMAINDERS:

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# Yearly Planner

## JANUARY

1
2
3

## FEBRUARY

1
2
3

## MARCH

1
2
3

## APRIL

1
2
3

## MAY

1
2
3

## JUNE

1
2
3

## JULY

1
2
3

## AUGUST

1
2
3

## SEPTEMBER

1
2
3

## OCTOBER

1
2
3

## NOVEMBER

1
2
3

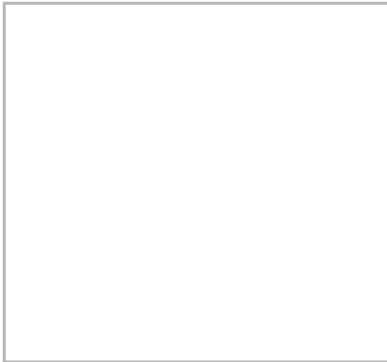
## DECEMBER

1
2
3

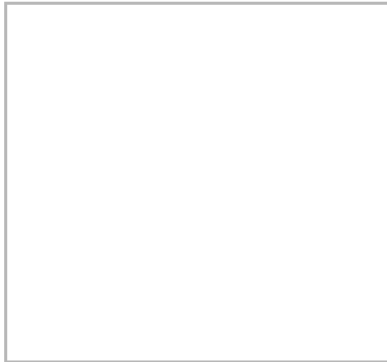


# Product Ideas

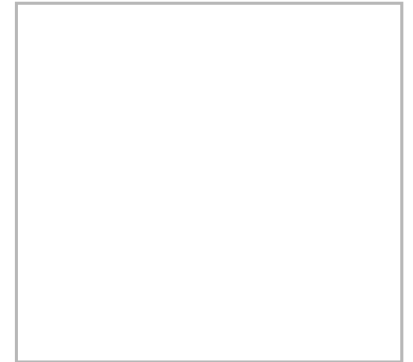
Product Idea



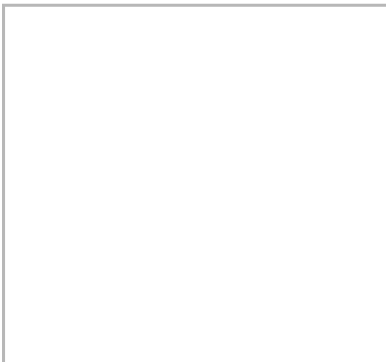
Product Idea



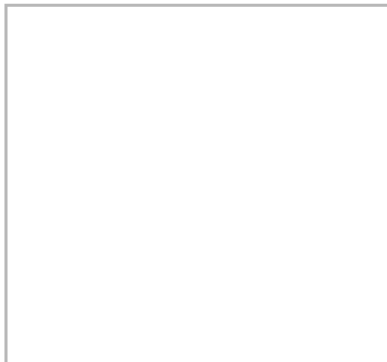
Product Idea



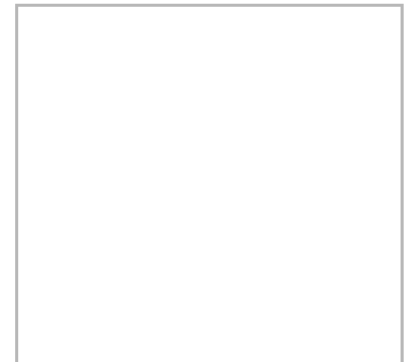
Product Idea



Product Idea



Product Idea



## Where to sell your game or product

1

### Your Site / Shopify

You can control your traffic, email list and pricing more on your own site. However, inventory becomes a factor.

2

### Etsy

Etsy actually is a good place for your gaming related products. For books, you can sell autographed copies.

3

### DriveThru RPG

The "Amazon" of games. One of the best places to start. They provide a turnkey storefront for part of the profits.

# New Product Planner

PRODUCT NAME:

PRODUCT BRAINSTORM:

PRODUCT DESCRIPTION:

## PRODUCT DETAILS

MATERIALS:

COST:

PROFIT:

SALE PRICE:

FEES:

ADDITIONAL COST:

ADDITIONAL NOTES:

DATE CREATED:

LAUNCHED DATE:

PLATFORM:

# Product Language

**Summarize your product keywords:**

*	*
_____	_____
*	*
_____	_____
*	*
_____	_____
*	*
_____	_____
*	*
_____	_____

**What expenses, values or emotions am I selling via my product and brand? Check all that apply and add your own**

- |                                   |  |                          |
|-----------------------------------|--|--------------------------|
| <input type="checkbox"/> Fantasy  | <input type="checkbox"/> Family-friendly | <input type="checkbox"/> |
| <input type="checkbox"/> Sci-fi   | <input type="checkbox"/> For kids        | <input type="checkbox"/> |
| <input type="checkbox"/> Horror   | <input type="checkbox"/> Adults Only     | <input type="checkbox"/> |
| <input type="checkbox"/> Humorous | <input type="checkbox"/> Raunchy         | <input type="checkbox"/> |
| <input type="checkbox"/> Lite     | <input type="checkbox"/>                 | <input type="checkbox"/> |
| <input type="checkbox"/> Crunchy  | <input type="checkbox"/>                 | <input type="checkbox"/> |
| <input type="checkbox"/> Easy     | <input type="checkbox"/>                 | <input type="checkbox"/> |

**Based on your answers above, what language should you use to sell the items? Why should I buy YOUR game or product?**

# Product Pricing

## PRODUCT PRICING CALCULATOR:

Hourly Wage*	
Units Produced Per Hour**	

## PRODUCT PRICING CALCULATOR:

Materials / Software Cost Per Unit / Per Month	
Packaging Cost Per Unit / Other Costs	
Other Costs Per Unit (electric bills etc)	

TOTAL UNIT COST (ALL OF THE ABOVE COMBINED)	
Product Markup (for 30% put 1.3 etc)	
TOTAL PRODUCT PRICE (TOTAL UNIT COST X MARKUP)	

## METHODS OF GETTING PAID:

<input type="checkbox"/>	Paypal	<input type="checkbox"/>	Square
<input type="checkbox"/>	Stripe	<input type="checkbox"/>	

\* The wage you will pay a contractor/employee or yourself

\*\* Either items produced per hour or how many hours it will take to finish a service

Other notes:

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# Fun Ways To Launch

## COLLABORATIONS

Partner up with others in your industry and exchange podcast interviews, blog posts etc.

## CREATE BUZZ

Start talking about WHAT you are launching at least 12 weeks before you launch!

## CREATE LAUNCH CONTENT

All of the content should point towards your sign up page & be around the same topic.

## GO LIVE

Go live in your private Facebook group at least once a week! Facebook sends an alert to your followers (free advertising!) 1-3 minutes in length mix in every once in a while longer streams)

## AFFILIATES

Partner with an affiliate to boost your launch numbers.

## FAST ACTION BONUSES

Create awesome one time bonuses to encourage people to buy your product!

## EMAIL YOUR LIST

An email a day keeps bankruptcy away.

# Launch Content Plan

Platform

Post date

Posted



Main content / Caption

Keypoints

1

2

3

4

5

Sponsored  Ad  Collab

Call to action

Link

RESOURCES/INSPIRATION

CHECKLIST

- Create content / Write caption
- Call to action & Links
- Create graphics / Thumbnails
- Check spelling / Test links
- Schedule / Publish

RESULTS & STATISTICS

Was my post popular? Audience comments, thoughts & suggestions.

Likes

Comments

Link clicks

New followers



# Email Campaigns

Campaignname/ Email title

Sent

Campaign type

Automation

Newsletter

Advertisement

Email

\_\_\_\_\_

Schedule

Multiple emails

Single email

Main content

Keypoints

---

---

---

---

---

Sendto / Conditions

Attachments

---

---

---

Call to action

---

## MULTIPLE EMAILS SCHEDULE

#	Emailtitle	Schedule	Sent
1of	<hr/>	<hr/>	<input type="checkbox"/>
2of	<hr/>	<hr/>	<input type="checkbox"/>
3of	<hr/>	<hr/>	<input type="checkbox"/>
4of	<hr/>	<hr/>	<input type="checkbox"/>
5of	<hr/>	<hr/>	<input type="checkbox"/>

## RESULTS

Email opened

Link clicks

New subscribers

Unsubscribed

# Facebook Ads Tracker

Business Name	
Goals	
Budget	

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		People reached		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		People reached		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		People reached		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	



# Where to Sell

## WHERE TO SELL ONLINE:

<input type="checkbox"/>	Shopify
<input type="checkbox"/>	Amazon
<input type="checkbox"/>	Ebay
<input type="checkbox"/>	

<input type="checkbox"/>	Print-On-Demand
<input type="checkbox"/>	Facebook Market
<input type="checkbox"/>	E-Commerce Website
<input type="checkbox"/>	

## PHYSICAL PLACES TO SELL;

<input type="checkbox"/>	Retail store
<input type="checkbox"/>	Pop-Up Store
<input type="checkbox"/>	Physical Market
<input type="checkbox"/>	Sell Out of Home

<input type="checkbox"/>	Sell Out of a Car
<input type="checkbox"/>	Kiosk
<input type="checkbox"/>	Partner with a Store
<input type="checkbox"/>	Fairs/Conventions

## SELLING METHODS:

<input type="checkbox"/>	Direct to Customer
<input type="checkbox"/>	Partner with a Distributor
<input type="checkbox"/>	Partner with a Store
<input type="checkbox"/>	Partner with a non-competitor

<input type="checkbox"/>	Set up an Affiliate Program
<input type="checkbox"/>	Dropshipping
<input type="checkbox"/>	Whitelabel
<input type="checkbox"/>	

Other notes:



# Contact List

NAME		COMPANY	
EMAIL		PHONE	
ADDRESS			
NOTES			

NAME		COMPANY	
EMAIL		PHONE	
ADDRESS			
NOTES			

NAME		COMPANY	
EMAIL		PHONE	
ADDRESS			
NOTES			

NAME		COMPANY	
EMAIL		PHONE	
ADDRESS			
NOTES			

NAME		COMPANY	
EMAIL		PHONE	
ADDRESS			
NOTES			

# Book Cost Calculator

Paperback Printing - Lulu & Drivethru Average	
Editor	
Licensed Artwork	
Artist	
Other licenses	
S&H	
Cost per book	
Fixed Cost	
Hardcover Printing - Lulu & Drivethru Average -	
Editor	
Licensed Artwork	
Artist	
Other licenses	
S&H	
Cost per book	
Fixed Cost	

Paperback Printing - Lulu & Drivethru Average	
Editor	
Licensed Artwork	
Artist	
Other licenses	
S&H	
Cost per book	
Fixed Cost	
Hardcover Printing - Lulu & Drivethru Average -	
Editor	
Licensed Artwork	
Artist	
Other licenses	
S&H	
Cost per book	
Fixed Cost	









# Crowdfunding Goals and Costs

Level	
Goal	\$
Est Supporters	
Kickstarter and Transaction fees -	\$
Estimated	
Buffer	\$
Fixed Book Cost	\$
Estimated Costs	\$
Estimated Revenue	\$
Level	
Goal	\$
Est Supporters	
Kickstarter and Transaction fees -	\$
Estimated	
Buffer	\$
Fixed Book Cost	\$
Estimated Costs	\$
Estimated Revenue	\$
Level	
Goal	\$
Est Supporters	
Kickstarter and Transaction fees -	\$
Estimated	
Buffer	\$
Fixed Book Cost	\$
Estimated Costs	\$
Estimated Revenue	\$
Level	
Goal	\$
Est Supporters	
Kickstarter and Transaction fees -	\$
Estimated	
Buffer	\$
Fixed Book Cost	\$
Estimated Costs	\$
Estimated Revenue	\$