

WANT THE ANSWERS? YOU GOT EM!



**THE ULTIMATE COMIC
BOOK KICKSTARTER
LAUNCH PLAN**

WORKBOOK



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ComixLaunch.com/workshop

Set a Goal for This Workshop

The #1 thing I hope to get out of this workshop is...

Your answer.

My biggest challenge or obstacle standing in the way of an amazing Kickstarter launch is...

Your answer.

One question I want to make sure I get answered at the workshop is...

Your answer.

Kickstarter Fast Facts

To date, how much funding has been raised for comic projects on Kickstarter?

- A) \$20 Million
- B) \$50 Million
- C) \$80 Million +

Over the past several years, since the ComixLaunch podcast has tracked it, the success rate for comic projects on Kickstarter has:

- A) Increased
- B) Decreased
- C) Stayed the Same

Have you subscribed to the ComixLaunch Podcast on iTunes at ComixLaunch.com/subscribe?

- A) Yes
- B) Not yet!

Your answer.

7 Keys to Unlocking Your Best Launch Ever

Key #1: Cultivate a **LAUNCH** Mindset.

What are ideas you have for things you can do during your Kickstarter campaign to make it feel like an event?

1. Send out invitations in advance.
2. Ask your backers to help with Kickstarter campaign decisions, such as project image.
3. Host a panel during your campaign and broadcast it using Kickstarter Live.

Key #2: Join the **KICKSTARTER** Community.

What are 4 ways you can demonstrate this:

1. Share Kickstarter projects
2. Back Kickstarter projects.
3. Engage Kickstarter project creators working in your genre.
4. Study similar Kickstarter projects to the one you're planning.

Key #3: Put enough SKIN IN THE GAME.

Kickstarter success is NOT about who needs it the most!

The more of your project that you complete before you launch, the less RISK there is for you and your backers and the more FUNDING you will raise.

How will you make it clear to your backers on your Kickstarter page and in your marketing efforts that you've already been working hard on your project?

Your answer.

Key #4: Energize an **AUDIENCE** before you **LAUNCH**.

The size and engagement of your **pre-launch email list** is the best predictor of your Kickstarter Campaign's success.

The #1 reason Kickstarters fail is because the creators behind them haven't **built and properly readied an audience** before they launch.

The 1-3-5-100 Kickstarter Pre-Promotion Strategy

Get **1** **guaranteed confirmed backer for your next launch**.

Who will be this person for you? _____

Get **3** **creator peers with similar audiences and Kickstarter experience** to share your project.

Line up **5** **media hits** that will run before and during your campaign.

Get **100** **subscribers on an email list** who you **email weekly** about your campaign a month before it launches.

Key #5: Set an **ATTAINABLE GOAL.**

“Shoot for the moon” is horrible advice on an [all-or-nothing funding](#) platform like Kickstarter!

Check Everything You’ve Already Created in Your Career:

Content You’ve Created *Your answer.*

- Mini-Comic / Short Comic (3-8 page story)
- One-Shot (~20-24 page story)
- Single Issue
- Mini-Series/ Trade Collection
- Maxi-Series/ Omnibus

Products You’ve Made & Sold *Your answer.*

- Handmade Zine
- Staplebound Floppy
- Cheap Merch (Prints, Buttons Stickers)
- Softcover
- Hardcover
- Deluxe Oversized Hardcover
- Expensive Merchandise (Toys, Plush, Sculptures, Board Games)

What’s the Most Amount of Funding You’ve Raised On a Launch?

Your answer.

- <\$999
- \$1K to \$9,999
- \$10K to \$19,999
- \$20K to \$99,999
- \$100K+

Given what you've done in the past, what's a project that represents the right next milestone for you and your career?

Your answer.

3 out of 4 successful comic Kickstarters raise less than \$10K.

Approximately how much funding (difficulty level setting) makes sense to shoot for in your next launch?

\$ Your answer

Key #6: Have a PLAN, then EXECUTE.

Successful creators plan for _____:

- Pre-launch
- Launch day
- Campaign
- Campaign end
- Post-launch
- Fulfillment
- After fulfillment

80/20 Campaign Hacks

#1: You Need a [video](#)!

#2: Use Your Kickstarter [updates](#)!

#3: Use [milestone bonuses](#) Before Stretch Goals

Key #7: **[FULFILL](#) like a boss.**

The ComixLaunch Definition of Success on Kickstarter...

- [Achieves the funding goal.](#)
- [Delivers all backers rewards in a timely manner.](#)
- [Doesn't damage the creator's health and/or well-being.](#)
- [Succeeds in advancing the creators' career to the next level.](#)
- [Puts you in a great position to launch again.](#)

When should you figure out postage for all your pledge levels?

A: During your launch

B: Before Your Launch

C: After Your Launch

Post-campaign [communication](#) with your backers is critical.

- Don't [go dark](#).
- Keep your updates [public](#).
- Communicate [good news, bad news, and no news if you have to](#).

Remember, you don't get any extra points for [doing it all yourself!](#)

What was your biggest takeaway, new idea, or aha moment from the workshop?

Your answer

Why did you show up to this workshop today?

Your answer

What new ACTIONS will you take based on this workshop?

Your answer

Do you...

- Have a dream project you'd like to bring to life?

Yes No *Your answer*

- Want help mastering the Kickstarter platform and building your own Kickstarter launch system to fund all of your dream projects?

Yes No *Your answer*

- Want step-by-step blueprints, checklists, cheat-sheets and tutorials walking you through every part of the Kickstarter launch process?

Yes No *Your answer*

- Want To build your next campaign side-by-side with other creators on a similar path as you, for mutual support, encouragement, accountability and cross-promotion?

Yes No *Your answer*

If you were committed to playing big, how much total funding would you like to raise on Kickstarter over the next five years?

Your answer

Do you want help putting a plan in place to make that big vision for success on Kickstarter a reality for you?

Yes No *Your answer*

The Next Step...

If you answered yes to two or more of the questions on the previous page, you belong in **The ComixLaunch Course** program and community.



The ComixLaunch Course Includes...

- ★ Dozens of step-by-step training videos covering each phase of a Kickstarter launch, taking you from start to funded.
- ★ Every ComixLaunch Kickstarter checklist, cheat sheet, template, and calculator to launch soundly.
- ★ A Kickstarter project Master Plan to help you stay on track.
- ★ Access to The ComixLaunch Course Private Facebook Group for peer support and accountability.
- ★ Monthly live Q&A video sessions to get feedback and workshop individual project issues.
- ★ A Ready-For-Launch Kickstarter page to launch with confidence when you complete the course.

We'll have a special offer for you to join **The ComixLaunch Course Program & Community** inside the workshop so make sure you attend.

I hope to see you there soon!

A Final Word Before You Go...

Thank You!

Seriously, thank you.

Thank you for your time and attention and for having the courage to take your creative career seriously.

Most people go through life with their best music trapped inside of them, and go to the grave with far too many stories left untold.

If you attended this workshop, filled out this workbook, and started taking action on the content I presented, you're already well on your way toward more successfully bringing your art to a world that desperately needs it and your best launch ever.

I appreciate your willingness to seek out new ideas, be coachable, and take action.

It took me way too long to discover the lessons contained in this workshop.

It took even longer to start taking concrete, decisive steps toward implementing them so that I could bring my dream projects to life.

Don't make the same mistake I did.

Don't wait!

Take action now!

Launch!

Best,

Tyler James

Host of ComixLaunch, Publisher of ComixTribe

P.S. If you have feedback on this workshop training, I'd love to hear it. Leave me a quick voice message at ComixLaunch.com/voicemail.

I can't wait to hear from you and see what you launch next!