



THE ULTIMATE COMIC BOOK KICKSTARTER LAUNCH PLAN

WORKBOOK



Tyler James

ComixLaunch.com/workshop

Set a Goal for This Workshop

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

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

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

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!

7 Keys to Unlocking Your Best Launch Ever

Key #1: Cultivate a _____ Mindset.

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

1.

2.

3.

Key #2: Join the _____ Community.

What are 4 ways you can demonstrate this:

1.

2.

3.

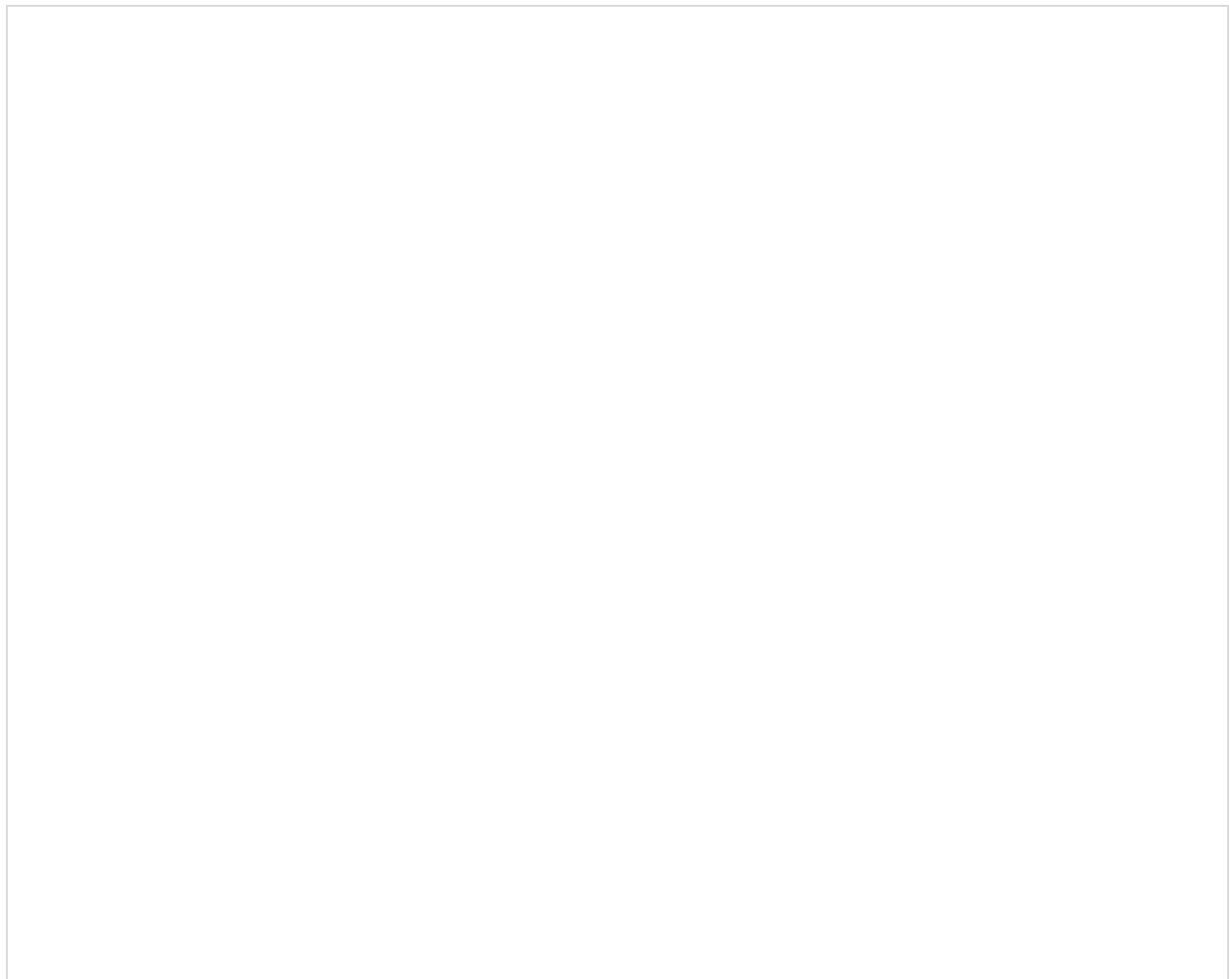
4.

Key #3: Put enough _____.

Kickstarter success is NOT about who _____!

The more of your project that you complete before you launch, the less _____ there is for you and your backers and the more _____ 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?



Key #4: Energize an _____ before you _____.

The size and engagement of your _____ is the best predictor of your Kickstarter Campaign's success.

The #1 reason Kickstarters fail is because the creators behind them haven't _____ before they launch.

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

Get **1** _____.

Who will be this person for you? _____

Get **3** _____ to share your project.

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

Get **100** _____ who you _____
_____ about your campaign a month before it launches.

Key #5: Set an _____.

“Shoot for the moon” is horrible advice on an _____ platform like Kickstarter!

Check Everything You’ve Already Created in Your Career:

Content You’ve Created

- 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

- 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?

- <\$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?

3 out of 4 successful comic Kickstarters raise less than _____.

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

\$ _____

Key #6: Have a _____ then _____.

Successful creators plan for _____:

- _____
- _____
- _____
- _____
- _____
- _____
- _____

80/20 Campaign Hacks

#1: You Need a _____!

#2: Use Your Kickstarter _____!

#3: Use _____ Before Stretch Goals

Key #7: _____ like a boss.

The ComixLaunch Definition of Success on Kickstarter...

- _____
- _____
- _____
- _____
- _____

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 _____ with your backers is critical.

- Don't _____.
- Keep your updates _____.
- Communicate _____.

Remember, you don't get any extra points for _____!

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

Why did you show up to this workshop today?

What new ACTIONS will you take based on this workshop?

Do you...

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

Yes No

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

Yes No

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

Yes No

- 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

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

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

Yes No

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!