Business and Marketing for your Indie Game Studio

Youngstown
Game
Developers

4 Things You Need To Know About Game Development That Devs Seem to Forget

- Business Licensing
- Project Management
- Marketing
- Press

Business Licensing

- **Registering as a Corporation**
- **Contracts**

Registering as a Corporation

- Limited Liability Company
- Incorporated

Contracts

- **Freelancers**
- **Interns**
- **Any 3rd Party**

Project Management

- **Game Document**
- **Trello**

Game Document

- Keeps Team on the "same page"
- Helps set and keep goals
- Are needed for competitions and 3rd party investors

Trello or Other Online Organizations Tools

- Great way to list everything that needs to get done
- Can assign tasks to other team members
- Excellent for keeping on task if your team doesn't work in the same office

Marketing

- **Online (Social/Networking)**
- **Paid**
- **Conventions**

Online (Social/Networking)

- **Facebook**
- **Twitter**
- **Google+**
- **Tumblr**
- **Instagram**
- **Pinterest**
- **YouTube**
- **LinkedIn**
- **Deviant Art**
- **Reddit**
- **Forums**

Paid Marketing
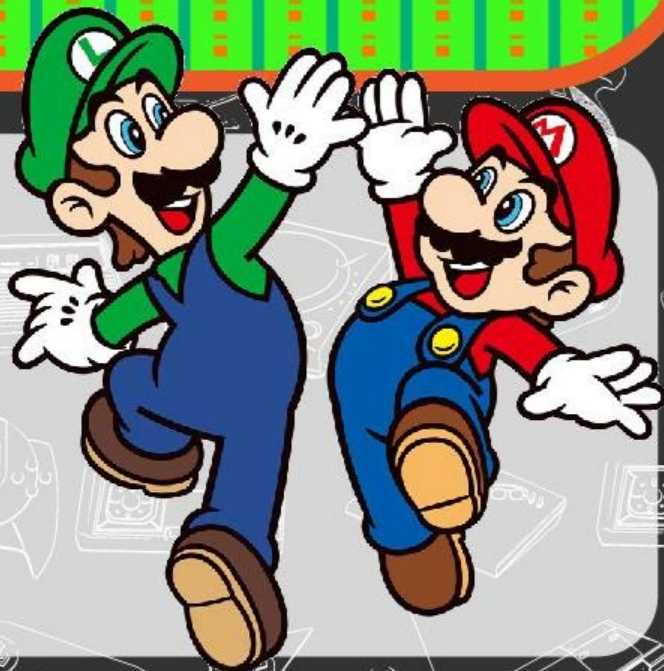
- TV Commercials
- Facebook / Twitter Ads
- Google / YouTube Ads
- Public Releations Representative
- Newspaper / Magazines

Conventions

- **Local / Small**
- **Popular / Big**
- **Foreign**
- **Swag to hand out**

Press

- **Television**
- **Print**
- **YouTube**
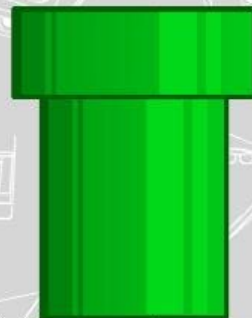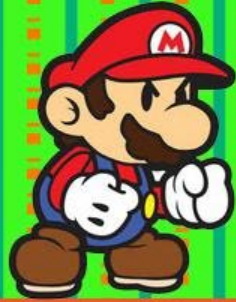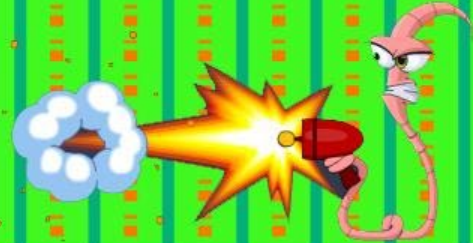- **Bloggers/Websites**

Television

- **Talk Shows**
- **Local Network Channels**
- **Local / National News**
- **Game Networks**

Print

- **Magazines**
- **Convention Program Ads**
- **Newspapers**

YouTube / Vimeo

- Video Bloggers
- Let's Play Channels
- Your Own Channel

Bloggers/Websites

- **Written Blogs**
- **Website Guest Posts**
- **Podcasts**
- **Comment in Posts**

Will I Be Successful?

- There is no 100% confirmed way to be successful in the game dev industry
- Just do it. Try your hand and see if it works
- Take advice willingly, and with a grain of salt
- Be dedicated and patient
- Expect nothing and be grateful for what you do get
- Be prepared to not make a profit for 3 years

There is no 100% confirmed way to be successful in the game dev industry

- Kickstarter / IndiGoGo
- Knowing the Right People
- Get Lucky
- Do something wildy crazy on YouTube and go Viral

Just do it. Try your hand and see if it works.

- If you really want to , you will
- Many options to create games for everyone at all skill levels
- You don't need a lot of money to make a game
- You go indie for the love, not the money

Take advice willingly, and with a grain of salt

- Indie Games are New to the world
- What worked for one person, may not work for you
- Don't be afraid to ask for help

Be dedicated and patient

- Be both to yourself
- Success won't happen over night
- You will make mistakes
- Don't go too big

Expect nothing and be grateful for what you do get

- Your first game will probably not make you much money, if any at all
- Earn your fans' trust
- Be proud that you are doing something you want to do

Be prepared to not make a profit for (at least) 3 years

- Your first game will probably not make you much money, if any at all
- Make sure you have an EIN #
- File your taxes and claim your losses
- Apply for grants
- You may need to maintain a full or part time job for living expenses