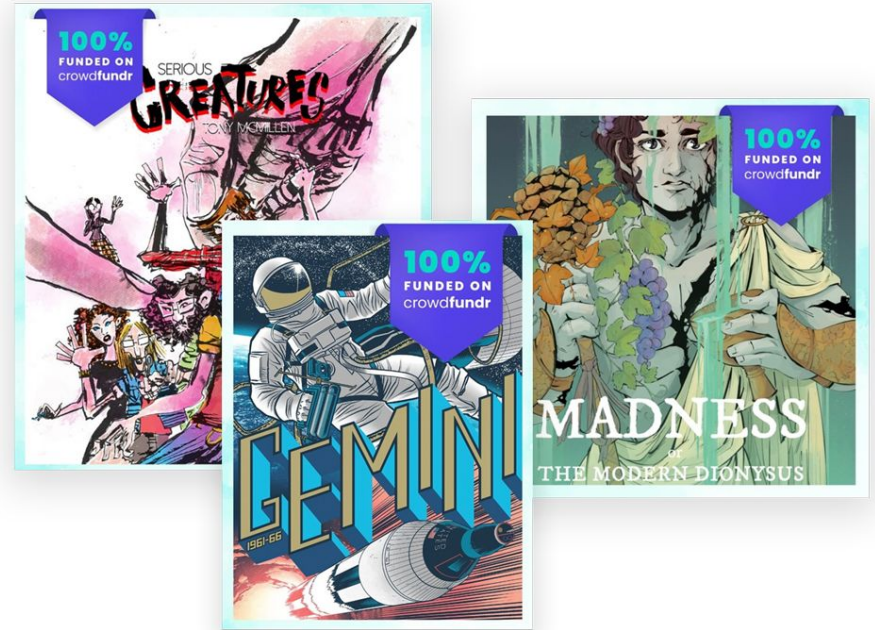


Build a community around your game in 2023...

...While being your authentic self!

Creator-friendly crowdfunding platform

- **Yup, free!**
- **Powerful functionality**
- **People and planet first**
- **Get started right away**
- **Any size campaigns**



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- Feature Requests
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- Support

Collaboration Crowdfunding Promotion Production Fulfillment

Search Sign in Sign up

Chris posted an update in the group Comics 5 weeks ago

Howdy, all! My Will Eisner postcard set, with NEW quotes by Neil Gaiman, Diana Schutz, Mike Allred, and others, launches on July 1st! Here's a sneak peek: https://ind.us/e21i38?ref=ab_2ALfB4_sh_5BJf84

Will Eisner: A Life in Postcards



Celebrate the life and work of pioneering comic book creator, graphic novelist, and creator Will Eisner in this limited postcard set. Made in conjunction with the Will Eisner Estate.

Agent_Smith, deena and 1 other like this · 7 Comments

View previous comments

David 4 weeks ago
Chris, this looks so great! I'm excited for your launch tomorrow. Do you want to put estimated shipping on all of the items? You have it on only one of them. Best of luck with the campaign and let me know how I can help!

Chris 4 weeks ago
Thanks, David! It was a little tricky for me, but I think I got it figured out. I hope to launch around high noon tomorrow, if not sooner! 😊

Chris 4 weeks ago
AND Will Eisner Postcards JUST launched. I have to admit, I'm used to getting more than one pledge after two hours of launch. Please feel free to share with your backers, and I can do the same for you!

blackeyebooks 4 weeks ago
Away from KS, your own promotion is 1000% necessary, especially with Crowdfunder being so new. I'm confident the platform will attract more attention, but beat the bushes, use your mailing list, social media, etc. to make some noise!

creative projects

Friday, Aug 12, 2022 11:00 AM

Timezone:
America/Vancouver

Recent Discussions

- Retry failed payment** by blackeyebooks
- Questember Plans!** by JenVaughn
- The Unexplored Hoard** by Kage
- Shipping Info on Digital Rewards & Updating Payment Info** by markostack
- Digital Fulfillment Options** by PossibleWorldsGames
- Crowdfunder stickers for your campaign** by David
- So, you've launched your campaign. Now what?** by deena
- Editing/Creating rewards issue/bua** by Simon

Join the community: crowdfunder.com/creatorhub

Don't miss the upcoming TTRPG-focused webinars in 2023!



Hello

I am Pam Punzalan!

- Award-winning designer, editor, consultant, advocate
- Beloved Battering Ram of #RPGSEA
- On FFXIV, the Critically Acclaimed MMORPG, a lot

Do you love **outlines**, cos I do!

- A List of (Possibly) Hard Truths
- Thoughts on Building A Personal Platform
- Some Tips & Tricks
- Self-Care Off Your Own Platforms



ARE YOU HERE FOR PASSION, OR ARE YOU HERE TO SURVIVE?

Doing ttrpgs work because you want to but can otherwise afford to do other things is very different from engaging in ttrpgs work as livelihood. That difference informs *everything*. Furthermore, understanding that your peers in the space all have different responses to this question is essential.

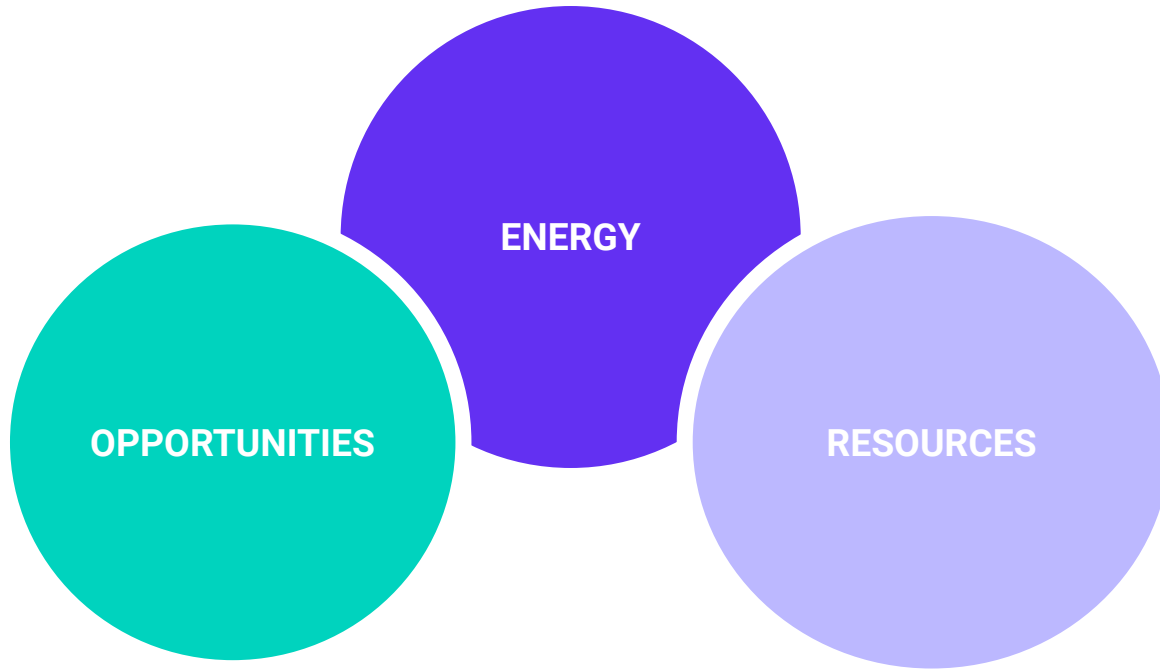
THERE'S NEVER "TOO MUCH" OF ONE KIND OF GAME/SYSTEM/SUPPLEMENT.

And even if there was, it doesn't ****king matter. So, work on what you want to work on. You're fine.

TIME IS MONEY

And your finest tool (or weapon, as I prefer) is yourself.

You will likely never have equal amounts of these three things:



Thoughts on Building a Personal Platform

How do you even start with your Platform(s)?

Your audience always exists. It's just a matter of finding them.

- Sometimes – likely for a long time, while you're getting started, your audience is yourself. And that's fine.
- Different platforms have different demographics. Nearly all platforms are designed to make you feel like you're missing out, or “moving too slow”.
- Do NOT seek out a platform for its numbers. Seek out a platform that plays to your strengths, and mitigates your weaknesses.

Your Voice vs. Your Brand

- Your voice is an approximation of who you are, as presented online. Your brand is a collection of things or actions that you want to be associated with.
- Intent vs. Impact
- Social media platforms are not built for nuance, nor long term retention..
- What can be taken out of context WILL be taken out of context because people are messy.

“ Always seek to be true to your voice. Then, use your platform(s) to curate your brand. If you think you have to change yourself in order to “sell”, you’ll never be happy.

BE YOUR OWN BIGGEST FAN.

Getting over the shy/anxious/frustration over the lack of perfection in your game is a constant work in progress, but know that if someone follows you, they're fundamentally interested in YOU as a creator, AND whatever you do. So: don't hesitate. Talk about your game. Talk about your progress. Talk about whatever the heck you want. Your hype for your own work is infectious.

Some Tips & Tricks

These are things that have worked for me. They may not work for you. But baselines are good.

Keep these things in mind.

- Your personal platform is your calling card. If a potential buyer or hirer doesn't like what they see, they won't be coming back.
- Do not enshrine your personal preferences as universal truths.
- Building your brand around Outrage, Snark, or Positivity comes with great risks on top of being fundamentally dishonest.
- Never forget to thank people in your community for their kindness, and people who praise your game for taking the time out to play or read it!

Before You Post About Stuff that Isn't Related to Your Game, Ask Yourself...

- How am I feeling today?
- Why do I feel the urge to post this particular thing?
- Is this a good time for me? Is this a good time for anyone?
- Am I posting to be heard, or am I posting to silence someone else?
- In the event that someone reacts badly, do I have the energy and fortitude to handle that?
- Will I feel like posting this particular thing in 24 hours? 48?

Before You Respond, Especially if it's in Response to Something Sticky/Bad, Ask Yourself...

- Is this person a loved one?
- Is this person in the position to adversely affect my brand, or my capacity to make games in the future?
- Is this person in the position to adversely affect my emotional well-being?
- Is this person someone who has offered any kind of tangible support to me at all?
- Is this conversation even a conversation we should be having on a public platform?

Never use someone else's bad time to market yourself.

As someone who has done the full gamut of working on their own projects, working on retainer, and working with a company, the singular fastest way to make someone think, "Well, I'm not supporting you" is seeing a period of strife and going "Well, you should buy my stuff/hire me instead."



ACCEPT YOUR FEELINGS.

Professional envy, Imposter Syndrome, anxiety, resentment, exhaustion, disliking another game/person/idea... all those things are NORMAL. And the more you are attuned to your feelings and the potential roots of them, the more “professional” you can be in public-facing venues, and to your community spaces.

Self-Care Off the Platform

Because, sweet angels in heaven, devils in hell, and all the cosmic stuff in between, you will need it.

“ *Why am I here? What are my three big priorities? What are the 1-3 loves that inform my work? Is this still worth it?* ”

Make a **You Space.**

This is a more intimate space – a discord, a group chat, a journal, whatever – where you can just throw your raw EVERYTHING out without fear of judgment or repercussions. This is essential to your mental health.



Find your Static for Life and Never Let Them Go.

A “static” in FF14 speak is an 8-man party of people who fight bosses together. They discuss strats, workshop respectfully, and practice open, nuanced communication. Find your equivalent IRL. They don’t even have to be TTRPGs folks. The point is to uplift each other, fight with and for each other, and call each other in when necessary.



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WHEN ALL ELSE FAILS, WALK AWAY.

No, really.

You'll be fine. Everything will still be there tomorrow.

Eat. Hydrate. Take a nice bath or shower. Sleep.

You'll be okay.

Thanks!



Buy my stuff, hire me, or
collab with me!

If not, I accept payment in Mogstation items, FF14
game cards, or in-game gil. Yes, I am serious.