

☐ Andromeda Acolytes Kickstarter

Wade's "Things" document

Andromeda Acolytes Kickstarter

Emails used in this project

- ☐ Main, Mailchimp, Discord, Transcripts

Things I did after deciding I was going to launch an Andromeda Acolytes Kickstarter

- ☐ *Create and test tutorial mode for chapter 1
- ☐ *Have some testers intermittently playing chapters of the game
- ☐ *Create Mailchimp email list for Wade Clarke's Interactive Fiction newsletter
- ☐ *Set up ANDAC page on Heiress, which acts as a newsletter signup page
- ☐ *Update wadeclarke, heiress, leadlight websites with links to the ANDAC page
- ☐ *Update my game pages on IFDB with links to ANDAC page
- ☐ *Personally email contacts to announce project and invite to newsletter
- ☐ *Announce on facebook and intfiction.org with invite to newsletter
- ☐ *Create Discord server for game
- ☐ *Set up my two Macs (desktop (capable of building for PC via Wine) and laptop (capable of building 64-bit Mac) to enable building of game with Lectrote
 - Homebrew, XCode (installs git), Wine (only works on pre-Catalina Macs). git clone Lectrote to desktop and laptop
- ☐ *Create Kickstarter page, fill out as much as possible and set to previewable-via-private-link
 - Research USB stick customisation options and costs
- ☐ *Invite newsletter subscribers to check KS page. Collect feedback
- ☐ *Continue to send out newsletters as appropriate
- ☐ *Become an Apple Developer (\$150) because I must be able to notarise any app I put on Steam
- ☐ *Purchase main product slot on Steam. Fill out as much info as possible. Create subapp for playtest
- ☐ *On my computer, split off a copy of the game minus all non-chapter-1 stuff. This will be used for the betatest on Steam & for the online demo.

Google Forms and Discord prep

- ☐ *Set up Discord roles and bots, and create/prepare Discord channels and docs

discord

 - Three teams, MC, Remotes, Phadra. Join a team, then rest of server opens up.
 - Wick is security and mod bot, Probot handles text chat xp levelling, Dynobot allows me to create custom commands
- ☐ *Prepare bug report Google form and its Discord link - ask PERSON to try it

discord google forms
- ☐ *Prepare typo report Google form and its Discord link - ask PERSON to try it

discord google forms

- ☐ *Prepare betatest signup Google form and its Discord link discord google forms
 - Create form - ask them to tick KS notify box and Steam-wishlist the game, get email address (inform it's for beta test and also that they will join my newsletter), use email to sign them to my newsletter
 - Set form link on Discord
- ☐ *Create transcripts email address for collecting beta test transcripts (not comp game transcripts) discord
- ☐ *Add info about ANDAC beta transcript creation to Discord (type transcript at start, quit at end, mail transcript to transcripts address) discord

Research

- ☐ *Get details of Kickstarter pre-launch page stages and their timeframes kickstarter
 - Pre-launch page is the stage that comes after the private preview. To be pre-launchable, the project must be complete and have been submitted to KS for review. Main benefit, as I see it, is people can wishlist your project. i.e. Asked to be informed when it launches. Full details of pre-launch and how-to: <https://help.kickstarter.com/hc/en-us/articles/360034769114-Setting-up-your-project-s-Pre-Launch-Page>
- ☐ *Get details of Steam Coming Soon page and its timeframes steam
 - "Right when you begin talking about your game publicly, you should launch your Coming Soon page to start collecting feedback and let customers..." (https://partner.steamgames.com/doc/store/coming_soon)
 - "As soon as you have product branding, screenshots, and a description of your game, you can put up a 'coming soon' page to start utilizing the tools available on Steam. And you can update your store page whenever you need to once it's live.
 - "Activates Community Hub: Once your store page is visible to customers, it will also enable the Community Hub. This gives you a place to post announcements, share artwork, and gives your audience a place to share their enthusiasm and discuss your upcoming release.
 - "Allows for Wishlists: Once your store page is visible to customers, interested people can start adding your title to their wishlist. Once you reach your release date and hit the 'release' button, Steam will automatically send an e-mail to those people with your game on their Steam Wishlist."
- ☐ *Work out how Steam keys work with betatesting steam

The playtest is carried out on the playtest application, not the main application. It can be done via the regular playtest feature (people just sign up from a button on the game's main page - not really closed, but very low maintenance) or by issuing steam keys for the playtest. I now lean to the button method. The link will only be there for the test weekend, which makes it close to closed, but also takes away all and any need to request, mail or fiddle with Steam keys.

 - Q: What if I want to run a playtest but control access via Steam keys? (from <https://partner.steamgames.com/doc/features/playtest>)
 - A: You can request keys for your Steam Playtest too. In fact, this is now the preferred method of running beta testing for your game if you need more than small group of testers...
- ☐ *Work out how to email steam keys in Mailchimp mailchimp steam
 - If I did use the keys method... Request the keys from the Steam playtest. Receive it as a text file or spreadsheet
 - Export my Mailchimp audience that I've tagged as testers to spreadsheet. Drop keys down in a column beside them. Reimport that spreadsheet as per this page: <https://mailchimp.com/help/import-contacts-mailchimp/> - use the option to update existing contacts
 - Each tester in Mailchimp will now have a unique key in their KEY field. Send out a mail to the tester segment and use the mail merge feature in Mailchimp to include the personalised key value in the mail
- ☐ *COLLECT LIST OF REDDIT GROUPS THAT PROMOTE FREE STEAM KEYS reddit

DIRECTLY

 - <https://www.reddit.com/r/FreeSteamGames/> Looks good
 - <https://www.reddit.com/r/adventuregames/> Yep!!!
 - <https://www.reddit.com/r/macgaming/> Yep - self-promotion allowed once/day
 - <https://www.reddit.com/r/IndieGaming/> Yep
 - <https://www.reddit.com/r/indiegames/> - yep, AND joined their Discord - can I promote in both subreddit and Discord?
 - <https://www.reddit.com/r/textadventures/> Yep
 - <https://www.reddit.com/r/interactivefiction/> Yep
 - NOT RIGHT AWAY <https://www.reddit.com/r/playmygame> They say "Your game must be playable for free

in some capacity at the time of posting”, so I can’t promote my Discord/lead-up to beta post here. Make sure to flair the post after posting, as per their instructions (<https://www.reddit.com/r/playmygame/wiki/flairs>) - MAYBE/NO <https://www.reddit.com/r/AllGenGaming/> Looks okay. Hm, only 200 members, and posts are all just screenshots.

- NO /r/eFreebies/ - They don’t take posts, basically only direct links to freebies. My beta probably has too many qualifications
- NO /r/FREE/ - I’d run afoul of ‘posting for personal gain’. Seeking followers/subscribers (after a fashion) No other betas direct from devs here anyway
- NO r/FreeGameFindings - doesn’t allow weekend betas
- NO r/FreeGamesOnSteam does not accept betas or beta test keys
- NO r/Freegamestuff/ - not allowed to post anything that doesn’t result in offer-taker owning the game forever
- NO r/GameDeals/ - No betas allowed
- NO r/gamedev - this is not for player-facing stuff such as invites to playtest
- NO r/GirlGamers/ - explained situation and asked them. They said no.
- NO r/IndieDev - it’s not really player-facing
- NO r/linux - demo/game must be downloadable with your post if you post here. It’d be a bit of a stretch to plug the Discord and online-only comp games here. Okay to actually promote Kickstarter here when it’s done, though
- NO r/pcgaming - they want you to have posted a ton to pcgaming, amongst other demands (<https://libredd.it/r/pcgaming/wiki/developers>)
- NO r/steam_giveaway - not sure relevant, and giveaways can’t use 3rd party sites anyway

☐ *COLLECT LIST OF ADVENTURE GAME FORUMS WHERE I CAN PROMOTE BETA SIGNUP IN POSTS

- There are almost no adventure game forums! adventuregamers.com looks best, and there’s intfic, gameboomers, and the reddit adventure games groups. That is pretty much everything...
- Have registered on gameboomers.com and posted. I won’t post myself – I’ll see if they pick it up and announce it from the Gamespress press release
- [adventuregamers](http://adventuregamers.com) (registered) <https://adventuregamers.com/forums/> and introduced myself. Same wait and see approach as per [gameboomers](http://gameboomers.com).
- NO <https://rpgcodex.net/> (Forums seem poor/unsuitable)

☐ *COLLECT LIST OF OTHER WEBSITES WHERE I CAN PROMOTE BETA SIGNUP

- <https://www.alphabetagamer.com/descenders-beta-sign-up/> DEFINITELY SUBMIT. Descenders went here. Looks good. Categories: Adventure, Indie, Kickstarter, Steam (don’t know about Mac - might turn away PC gamers. There’s no PC tag). <https://www.alphabetagamer.com/contact-us/> They’d like screenshots or Youtube if possible. Maybe play up uniqueness of doing a text game to try to make it appealing for them to cover it on a video or something. But no guarantee they’ll even reply; submission goes in a queue for their journo. Therefore, post details to their Steam page yourself, because they invite you to do so! <https://steamcommunity.com/groups/alphabetagamer>
- MAYBE <https://www.freesteamkeys.com/partners/> They have betas on there, but I think if you’re a developer, you have to go into partnership to get your game on there. Their corresponding Steam group at https://steamcommunity.com/groups/FreeSteamKeys_me does NOT take user posts.
- NO <https://www.gamerpower.com/mars-closed-beta-key-giveaway> This is just a partner of freesteamkeys.com
- NO <https://gg.deals/contact/> It’s just an aggregator of Steam sales
- NO <https://www.indiegala.com/> ... auctions, random.
- NO <https://www.freegameplanet.com/about-us/> Related to alphabetagamer but concentrate exclusively on free games
- NO <https://stitch.games/about> Descenders was on the predecessor to this site, but the new site looks pretty raw. Facebook shows no new tests since early 2020.
- NO <https://www.futurebetagamer.com/descenders-beta-sign-up/> These are the guys who became stitch.games

☐ *COLLECT LIST OF DISCORD GROUPS WHERE I CAN PROMOTE BETA SIGNUP(!)

- Uh, Discords frown on you inviting to other Discords. I’m a member of Indie Games. I could possibly plug in PROMOTION & COLLABS - developer-plug

☐ *COLLECT LIST OF REDDIT GROUPS WHERE I CAN ANNOUNCE ACTUAL KICKSTARTER

- <https://www.reddit.com/r/adventuregames/> Yep!!!

discord

reddit

- <https://www.reddit.com/r/macgaming/> Yep - self-promotion allowed once/day
- <https://www.reddit.com/r/IndieGaming/> Yep
- <https://www.reddit.com/r/indiegames/> - yep, AND joined their Discord, PROMOTE THERE
- <https://www.reddit.com/r/CrowdfundedGames/> - yep. I already joined, but next need to click 'request to post' button. After that, I'm good to go.
- <https://www.reddit.com/r/textadventures/> Yep
- <https://www.reddit.com/r/interactivefiction/> Yep
- <https://www.reddit.com/r/playmygame/> Make sure to flair the post after posting, as per their instructions (<https://www.reddit.com/r/playmygame/wiki/flairs>)
- <https://www.reddit.com/r/AllGenGaming/> Looks okay
- <https://www.reddit.com/r/linux/> - I should be able to post as one of the game builds is for Linux. However, probably need to ask the mods to make sure it's okay, given I don't post about Linux at other times
- NO /r/GirlGamers/ - asked re: beta promo. They said no.
- NO r/pcgaming - same reasons as why I can't promote steam keys there for beta

Discord

- ☐ *Choose games for Discord and their order discord
 - #1 Captain Verdeterre's Plunder <https://rcveeder.net/verdeterre/> (get PEOPLE to hide FAQs/transcripts)
 - #2 Napier's Cache Play online: https://www.springthing.net/2020/play_online/NapiersCache/index.html, Guide: <https://plover.net/~davidw/sol/n/napie20.html> (get PEOPLE to hide stuff) Asked PERSON for alternate game suggestions here in October 2021. None were as ideal.
 - #3 Andromeda Awakening (two-week comp, alongside both 2 and 4) <https://ifdb.org/viewgame?id=ajzw6jutat2aeqa>
 - #4 Necron's Keep <https://ifdb.org/viewgame?id=w8c5ngckvclnjum1>
- ☐ *Decide on competition prizes and which prize is won in what circumstances discord

See spreadsheet 'andac comp prizes.ods' for details. In summary - there will be 13 computer game prizes, 4 awarded per game, plus one for Andromeda Awakening. Games 1 and 4 have score-based comps. Napier's cache has poem and map-making competitions. Andromeda Awakening requires you complete it and then one random completer will get a prize.
- ☐ *Build and test Parchment / IFRecorder / Mysql server on my webspace for automatically collecting comp game transcripts
- ☐ *Get PERSON's help to prepare offline scripts for semi-automatic scanning/processing of comp game transcripts discord

Kickstarter

- ☐ *Work on KS video script kickstarter
- ☐ *Shoot KS video and upload. Get feedback from newsletter subscribers kickstarter
- ☐ *Shoot second KS video and upload. Get feedback from newsletter subscribers. kickstarter
- ☐ *Create a second high KS tier if possible - DECIDED NOT TO, CAN'T THINK OF A GOOD ONE. kickstarter
 - First high tier is giclee print. Good idea to have a 'pie in the sky' tier, double that, above it, though
- ☐ *Create delivery cost (including VAT etc.) estimates Google spreadsheet pledgers can use kickstarter
- ☐ *Finalise and doublecheck KS page. Caption KS video. Submit KS page to KS for review. kickstarter
- ☐ *Set KS page to PRE-LAUNCH stage. People can now see it as upcoming, and ask to be notified about it kickstarter
- ☐ *Share pre-launch KS page to newsletter and plug elsewhere (make it the link on all my web and game pages) kickstarter
- ☐ *Ask newsletter followers to tick Notify box on pre-launch page AND invite them discord kickstarter

to warm up Discord server

Kickstarter and Steam

- ☐ *Set main Steam page to COMING SOON (have to do this before making Steam build because doing so will give me a Steam Wishlit URL that I can include in the text of the Steam beta game) kickstarter steam
- ☐ *Now that Steam Community hub has been activated, puts some placeholder info in there. e.g. Kickstarter pre-launch page link, and info that the Discord server will go live for playtest soon (but no link yet!) discord kickstarter steam

Game itself and Steam setup

- ☐ *Create COMMANDS PDF - add to help menu via main.js
- ☐ *Create new loading/waiting gif specific to ANDAC (replace Lectrote default)
- ☐ *Add special betatest transcript code to the game beta version: e.g. It might remind you to 'Send your transcript to transcripts@heirsssoftware', or whatever other scheme it is I've fixed on by this point.
- ☐ *Finalise chapter 1 betatest gblorb steam
- ☐ *Build chapter 1 betatest for Mac signed and notarised with AppWrapper, and for Linux, on iMac, and for Win (no code-signing required) on my laptop PC steam
- ☐ *Complete Playtest Steam page and upload betatest builds to Steam steam

Email

- ☐ *Enlarge mailbox sizes for my email addresses in cpanel
- ☐ *Review spam settings on ALL mailboxes

Discord

- ☐ *FAILED – Have Discord server verified. (Applied on June 24, 2022 after prepping server.) I hear it takes 2-3 weeks (or 5-6) to get verified discord
 - Took til July 12 for them to tell me they wouldn't. Reapplied immediately with heirsssoftware email. Failed on August 3 (HA!)

Google Forms

- ☐ *Go back to Beta signup Google form: Add dates of beta test period, clarify link/infos about pressing Notify Me on KS AND about wishlisting on Steam (possible now that Steam page is Coming Soon) google forms steam

Steam

- ☐ *Make sure uploaded Steam depots (Mac, PC and Linux) all work by sharing them via Steam devcomp to folks with those platforms steam
- ☐ *Make sure beta app is ready to go (have it reviewed) on Steam, since Store and Build reviews take time (2-5 days each) steam

Started review on 2 July. After one round of revisions (library graphics needed tweaks - Kickstarter mentions/URLs had to be removed) it was accepted on 6 July, though they said they couldn't test the Mac or Linux versions due to their work-from-home situation.

- ☐ *Place initial diverting announcement(s) on Steam community page(s) redirecting everyone to the Discord discord steam

Promo

- ☐ *Create NON-EXPIRING invite link, with UNLIMITED USES, to the WELCOME channel of my Discord, for use in promo discord
- ☐ *Write up all betatest promo/invite copy for subreddits and forums and websites, ready to post reddit
- ☐ *Prepare beta-Discord-Kickstarter promotion press release for Gamespress and send it to them on weekend for Monday July 11 release. (When I checked, they said they didn't receive it. I have no proof yet that MYADDRESS can successfully send to Games Press. As a result, I resent the PR on my Monday eve, from OTHER address, and it was immediately released by Games Press.)
- ☐ *Update wadecarke,heiress,andromedaacolytes and leadlightgamma landing pages with Discord promo discord
- ☐ *Blow dust off Twitter account. Begin to send tweets moving towards the Discord/comps opening discord

Discord opening eve

- ☐ *Make noted changes to Discord at 10pm on Sunday July 10 to prep it for being open for business one hour later. From this moment on, anyone who actually arrives will be able to play comp 1, but I don't expect many playing until I do the publicity discord

HOW TO PREPARE SERVER FOR BUSINESS ON EVE OF SUNDAY JULY 10, OZ TIME:

1. Edit the welcome and rules post back as per storage copy.

Btw, here's the server open tag as date and time:

<t:1657458000:F>

and as countdown:

<t:1657458000:R>

2. Sync permission for comp-1-rules channel with IMPORTANT INFO category. That will make it appear to relevant members. Ditto for intro-video channel.

3. EDIT PLAYING IF FAQ MESSAGE BY ADDING THE FOLLOWING PARAGRAPH RIGHT AFTER @EVERYONE AND BEFORE 'IN REGULAR GAMES'...

The commands listed on the right side of the screen under *Helpful Text Parser Tips* on the webpage for week one's game, **Captain Verdeterre's Plunder**, should get you started. Not just for playing that game, but for playing any parser-based IF (Interactive Fiction) games in general... except Verdeterre's **AFT/FORE** commands. They're unique to Verdeterre because it's set on a ship.

- ☐ *At 10:55, plug betatest on researched subreddits (finally there were seven). reddit
- ☐ Reddit is USA-centric, so post these at 11pm on Sun July 10 Oz time, which is 9amish Sunday USA time
- ☐

*Tweet something about the Discord - Beta - Kickstarter promo

- ☐ *Plug betatest in alphabetagamer Steam group. Separately, sent an email to their website steam
- ☐ *No need to plug betatest on the (two!) researched forum sites - they seem to pick up press releases. Wait a couple of days and see if they find it.
- ☐ *Post announcement to Steam community page (I SCHEDULED THIS IN ADVANCE) saying Discord is open, and declaring beta / Kickstarter dates, etc discord steam

Discord campaign weeks one and two

- ☐ *Begin to run the comps, dispense prizes and entertain people in Discord as test date approaches while collecting beta signups on Discord discord
 - Start comp 1 immediately. End on Friday. With comps 2 and 3, start on Monday, end on Friday. Beta can go Saturday to Tuesday.
- ☐ *A few days in: Check gameboomers and adventuregames to make sure they picked up the press release. If they didn't, consider going in with personal post I prepared.
 - Posted manually on gameboomers on July 13.
 - Post manually on adventuregamers on July 15
- ☐ *Carefully post on some other Discords discord
 - Posted on Narrative Games on July 15 (self promotion channel), and also on Indie Games (developer-plug channel)
- ☐ *AT THE MOMENT EACH COMP ENDS, do these things: (I did what remained relevant) discord
 - In server, in wade-only channel, enter command to see top chatters by xp at moment of comp closure
 - AND, Probot command to see numbers of people in each team
 - Strikethrough the old to-from dates in comp-N-rules channel and add a CLOSED message, and the same in comps-schedule
 - In #Announcements, declare comp N closed and say I will be checking the results, and that I'll post them as soon as they're verified
 - Let some time pass so that people who are still playing NEAR the cutoff time stop playing. NOTE the time given on the transcript viewer page shows when the transcript started, not when it finished. Now clip all cvp transcript entries (individual commands) that arrived after the cutoff time. e.g. after a timestamp of 2022-07-15 16:59:59 pm for comp 1. How? Use search tab in phpMyAdmin. Enter > and the value for the timestamp. Click Go. Now, in general (though not this time) it's important to make sure I'm only culling entries for the COMP GAME THAT HAS ENDED. This is harder to isolate in a search. The Stories table gives session ID numbers, but doesn't show which game each session is for. You have to look up the session number in the other table to see the game attached to that session. So maybe some kind of relational search is needed. Having resolved all that... click 'check all' to pick all selected entries, then you can delete them.
 - (Will I allow recording of transcripts to continue after each deadline? I think I will. In case someone gets a higher score later and just wants to prove it)
- ☐ *(COMP ENDS CONTINUED) do THESE things, slightly less immediately (I did what remained relevant) discord
 - Export game transcripts using Juhana's IF Recorder script functions via SSH on my server. Cull for the cutoff time. Timestamps are local to me.
 - Process and assess transcripts with PERSON and his script
 - Determine winners and their teams, and winning team, etc.
 - Paste results in ANNOUNCEMENTS channel with @everyone
 - Identify winners by Discord userid number, and contact winners in order to ask them what prize they want
 - Paste now-complete results and chosen prizes in ANNOUNCEMENTS channel with @everyone, and say comp N is coming on blah blah
- ☐ *Changed tack and specifically encouraged intfic folk to enter comp 3, whether from the Discord or intfic discord

Discord week three (Sunday July 24 - July 29)

- ☐ *Switch betatest to OFF BUT ACCEPTING SIGNUPS on Sunday 24 July steam
- ☐ *On Monday 25 July, when activating comp 3, do these things: discord
 - Make announcement on Discord
 - Post comp 3 rules to a new topic on Intfic
 - Announce comp 3 on Planet IF as well as mentioning beta signup is open, and remind of KS date and link
 - Post about it as Necrocomp in #events channel of Interactive Fiction Discord (NOT I.F. Community - they're different)
- ☐ *Prime PERSON at OLD-WORK via email
- ☐ *Had to rebuild necronk (as necronke) in new Parchment as PRESS SPACE wasn't working for some players
- ☐ *Had to rebuild cvp in new Parchment (lost pretty page in process) as SAVE wasn't working!
- ☐ *CANCELLED, FEW ENOUGH PLAYERS I SWITCH TO AN OPEN BETA - google forms
Integrate Discord beta signups (from Google forms) into main mailing list. Give them their own tag (discord) and send them a newsletter inviting them to the beta on Steam mailchimp
- ☐ *Prepare and send beta test promotion press release to Gamespress (July 27)
- ☐ *Also send press release directly to the two guys on the press list
- ☐ *Wrote Backers Info
- ☐ *Write a beta promo email to Alphabetagamer and plug beta in their Steam group steam
- ☐ *On Friday 29 July, when closing comp 3, do THESE things: discord
 - Set it to closed on Discord. Set it to closed on intfic
 - Work out winner(s)
 - Post winners on Discord
 - Post winners on intfic, saying I'll contact them about prizes
 - Post comp 3 results on Planet IF as well as mentioning beta next day
- ☐ During this week, prepare a 'How to spread the word' resources page. Keep the link handy for sharing via my newsletter, and to KS pledgers kickstarter todo

Discord and Steam Beta test phase (Friday July 30 - August 2)

- ☐ *REPLUG betatest on all the same sites as before at 11PM of Friday July 29, saying sign up now and it's on tomorrow, with variations: reddit
 - not on freesteamgames this time
 - will save playmygame for actual Kickstarter. They only allow a person to post once a month. Good way to get a channel for questions
- ☐ *Write OTHER-KICKSTARTER-IF-AUTHORS and ask if they'd like to promote this campaign at the end of theirs (they end late Friday August 5th) kickstarter
- ☐ *Write PERSON and ask if he'd like to promote this campaign to his backers in an update, or on Twitter
- ☐ *Switch betatest on on Steam at 11am on July Saturday 30. steam
- ☐ *CANCELLED WHEN BETA WASN'T WORKING - Plug betatest in adventuregamers and gameboomers once betatest is on, saying it's on now
- ☐ *Post announcement to Steam community page (COULD'VE SCHEDULED THIS IN ADVANCE, I THINK. FORGOT TO) saying Beta test is on, and reminding of steam

beta dates

- Didn't mention Kickstarter because last time I did, Steam censor that info

- ☐ *Run betatest! discord steam
 - Test was broken for almost two days. I blame some poor Steam documentation on the topic. PERSON of intfc drew the break to my attention. I eventually solved it myself by uploading packages to 'sign-up for store'(!) package. Complained to Steam, who didn't respond to help request for 36 hours.
- ☐ *During this time, set up game demo at a secret location on my website, ready for KS
- ☐ *CANCELLED, GOING TO LEAVE STEAM BETA ON FOR NOW - Switch betatest OFF on Steam (originally 5 PM on Tuesday August 2, now extended due to beta test tech troubles) steam

Tuesday-Wednesday (August 2 - August 3) promo preparation

- ☐ *Add link to playable-online-beta to KS page kickstarter
- ☐ *Review Find-X-oriented Kickstarter launch press release text
- ☐ *Get Reddit drafts of 'Kickstarter is on' posts in place
- ☐ *Draft facebook posts for select individuals
- ☐ *Draft emails for PEOPLE (some can be written and scheduled)
- ☐ *Draft email for OLD-WORK, pass to PERSON
- ☐ *Draft forum posts for Gameboomers and Adventuregamers
- ☐ *Create 'just launched' graphic for use on Twitter and elsewhere, and add it to presskit
- ☐ *Draft newsletter launch email mailchimp

Kickstarter GO at midnight

- ☐ *Launch KS at 0:00 Thursday 4 (which is 9AMish in USA) kickstarter
- ☐ *Send PRESS RELEASE in emails to Games Press and PERSON and GAMING-SITE
- ☐ *Send any unscheduled promo emails to individuals
- ☐ *Announce KS launch via newsletter mailchimp
- ☐ *Post all subreddit KS launch posts
- ☐ *Make announce post on facebook to news feed- core post in my personal area, then share to: facebook aerieae, facebook australian interactive fiction, facebook igda.
- ☐ *Announce on Twitter
- ☐ *Announce on intfc, adventuregamers, gameboomers, Discord server @everyone discord
- ☐ *Update wadeclarke, andromedaacolytes, heiress, leadlight and Six sites with KS launch announcement
- ☐ Update my IFDB profile and all game landing pages on the site with KS launch announcement AND LEADLIGHT ITCH

Kickstarter Thursday (August 4)

- ☐ *Facebook PMs: PEOPLE
- ☐ *Announce on blog
- ☐ *Make Youtube Orbizone video public. Write about it on wade memoir. Share in Apple II facebook group with KS link
- ☐ *Announce to Leadlight owners by email

Kickstarter monitoring

- ☐ *NO MORE PLANNED EVENTS - PLAYING BY EAR NOW, BUT FOLLOWING ROUTINES
 - Do facebook and Twitter daily
 - Do backer updates every one or two days
 - Do newsletter subscriber updates every few days
 - Promote on different subreddits in turn every 1-3 days, so I'm not spamming any one group
 - Promote on a different IF Discord every few days, so I'm not spamming any one server
 - Infrequent updates to intfiction.org
 - Daily check all venues (emails, facebook, Twitter, subreddits, KS comments and messages, Discords where I posted) for responses
 - Follow personal connections that come up or are appropriate, whenever
 - Create and use new promo graphics as required
 - Keep my websites and IFDB pages up to date
- ☐ *Spent US\$99 (AU\$150) on Backers Info "Professional Fund" (Tier 2 of 4)
 - Connect with 225 Super Backers
 - HTML Email Template Design
 - HTML Email Campaign
 - Plain Text Email Campaign
 - Email Campaign - Followup Emails
 - 3 Email Campaigns
 - Social Media Marketing
 - Media Template
 - 100 Media Contacts
 - Twitter Marketing - 25 Hashtags
- ☐ *PERSON said first \$100 of Reddit advertising is free and it had worked for him. I signed up. Expected to spend \$20 of my own money, accidentally spent \$190 on top of the free \$100 (I blame Reddit's confusing interface, but also it's easy to spend money fast in any automated system. You have to reach for the off switch very quickly)

Cleanup

- ☐ Get PEOPLE to undo stuff they did and undo what I did
- ☐ *I became an Apple Developer on Aug 31 2021. Won't need to notarise again until game is complete so let it lapse on August 31, 2022.