# How to make and self-publish a game in 12 months

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1849

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After years of planning…

We quit our jobs.

How much time do we have?

How do we make this our first indie game, not our only indie game?

# Talk outline

1. Preparation
2. Self-marketing
3. Self-publishing

# Section One – Preparation.

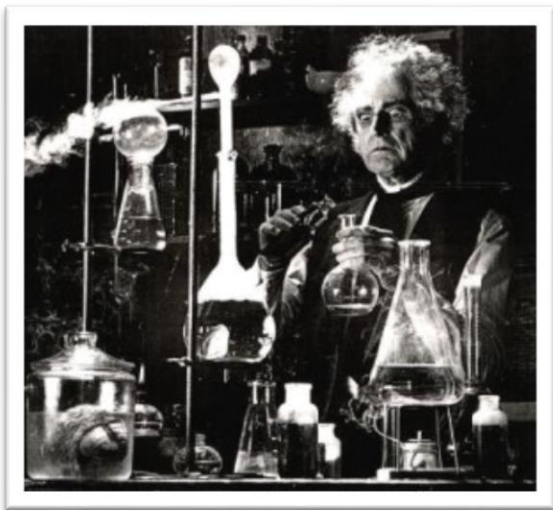**"By failing to prepare, you are preparing to fail."**

 - Ben Franklin

# Design Around a Deadline

- How do you translate your (grand) vision into a game in a year (or so)?



|  | PLAN | REALITY |
|---|---|---|
| Apr-13 | Internal prototyping | Internal prototyping |
| May-13 |  |  |
| Jun-13 | "Production" + playtesting | "Production" + playtesting |
| Jul-13 |  |  |
| Aug-13 |  |  |
| Sep-13 |  |  |
| Oct-13 | Alpha |  |
| Nov-13 |  | Alpha |
| Dec-13 | Beta |  |
| Jan-14 |  |  |
| Feb-14 | Launch | Beta - EA and GL |
| Mar-14 | Demo at GDC | Demo at GDC |
| Apr-14 |  |  |
| May-14 |  | Launch |

# SWAG* Scheduling
(*stupid wild-ass guess)

- 1-week items or larger
- Go with gut feeling, not precise
- Annotate with costs and benefits
- Multiply by relative risk

# Butchery
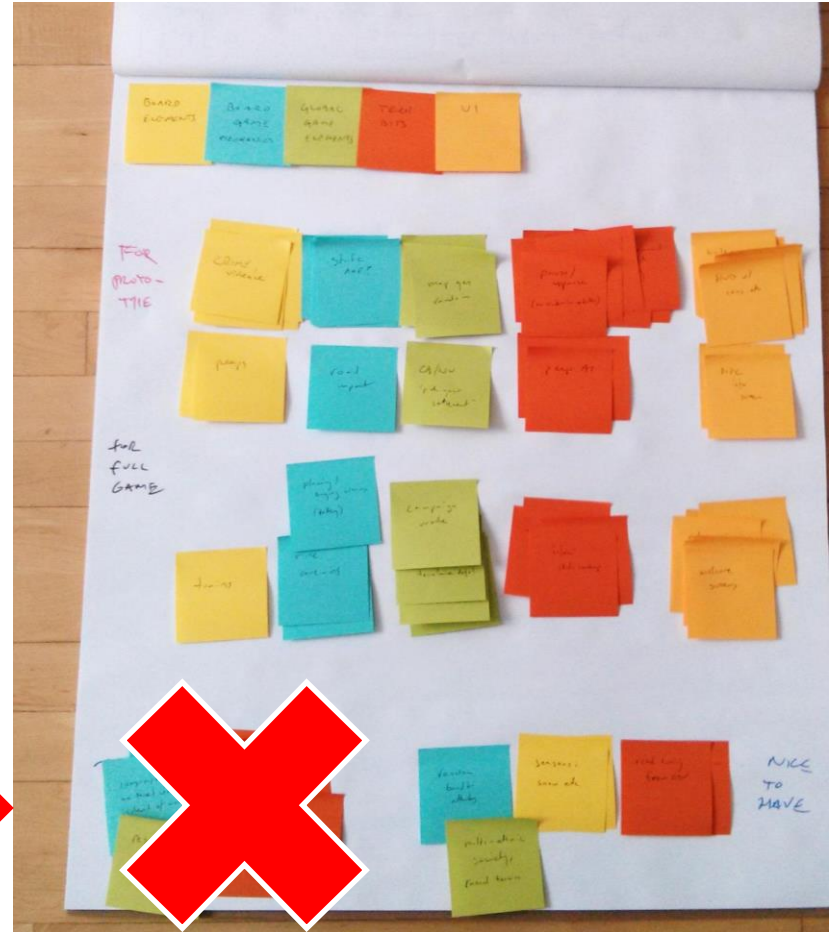
# Risk Management

- Have a tight schedule?
  Reduce risk.
  - But without compromising quality!
  - Tech is a good candidate.

# You'll probably have contract work done.

- Hire carefully
- Keep up with documentation
- Managing contractors is different from dealing with a co-worker

# Other things to do when you're starting out

- Incorporate ASAP!
  - [www.nationwide-incorporators.com](http://www.nationwide-incorporators.com)
- Get an accountant

Intermission

Nine months later...

# Section Two – Self Marketing

**"The art of publicity is a black art; but it has come to stay, and every year adds to its potency."**

- Thomas Paine

# Building community from scratch

# Press outreach + PR
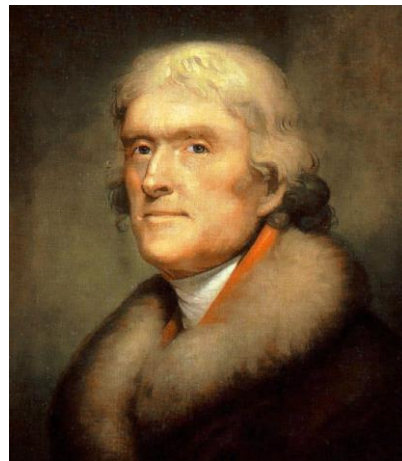
# Early Access (and Greenlight)

# Shows and expos

# Section Three – Self-Publishing

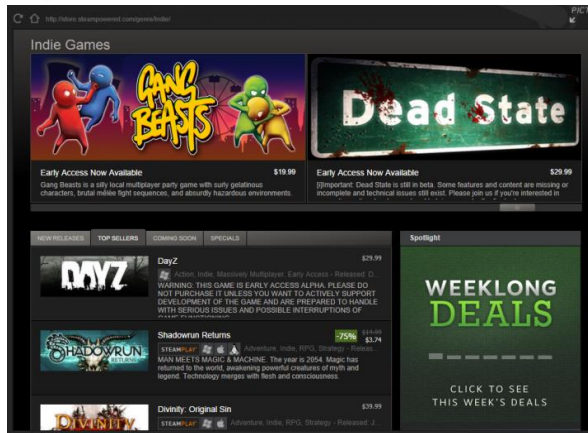**"Never trouble another for what you can do for yourself."**

- Thomas Jefferson

# Multiplatform + Audience Differences

# Picking a price point



$19.99    $9.99    $29.99

$29.99    $14.99    $39.99

$2.99    $6.99    $0.99
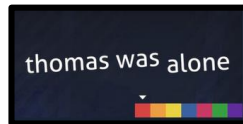Free    Free    $0.99

Free    Free    $1.99
$0.99    $2.99    $1.99

# Kobayashi Maru: The No-Win Scenario



PC $29.99



PC $9.99



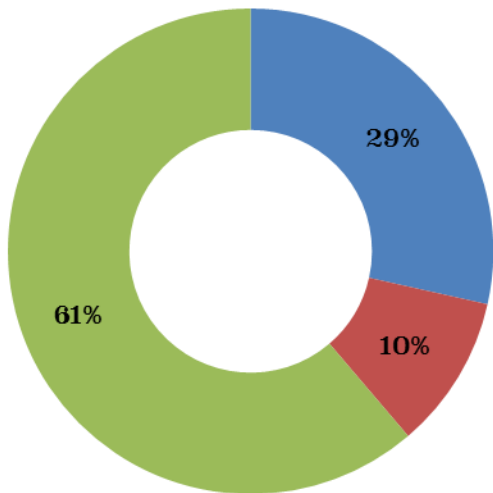PC $9.99



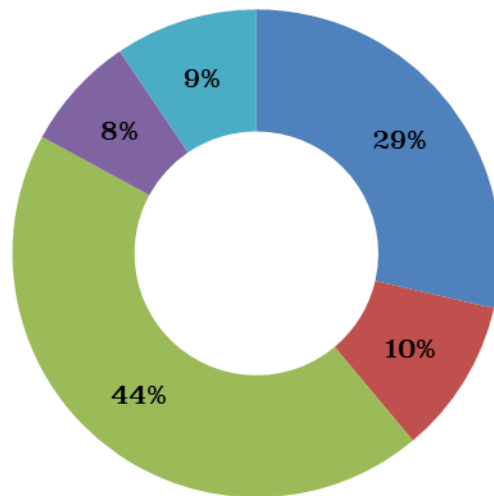PC $14.99



iOS $9.99



iOS $9.99



iOS $4.99



iOS $4.99

# Go on all the stores you can

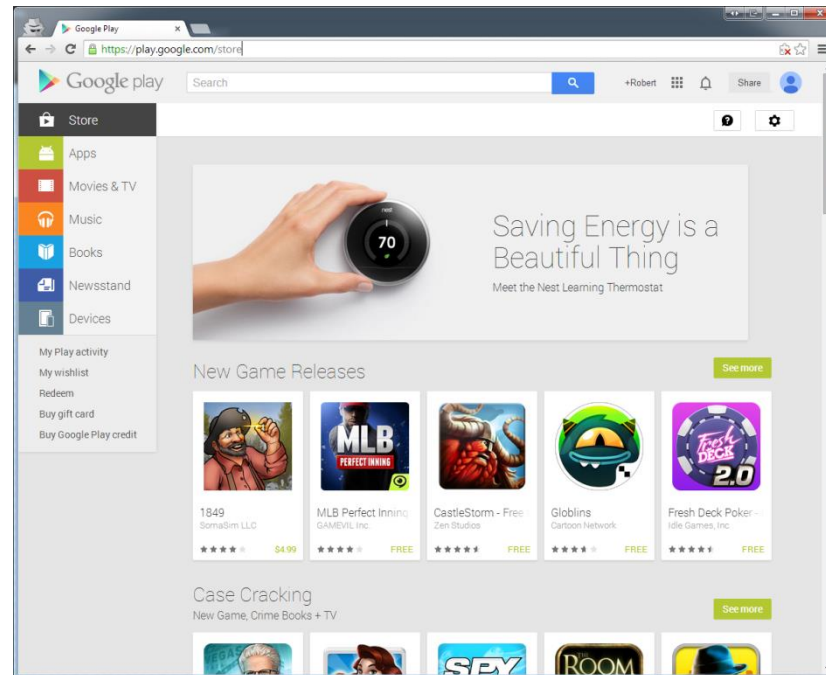# Mobile: Getting Featured
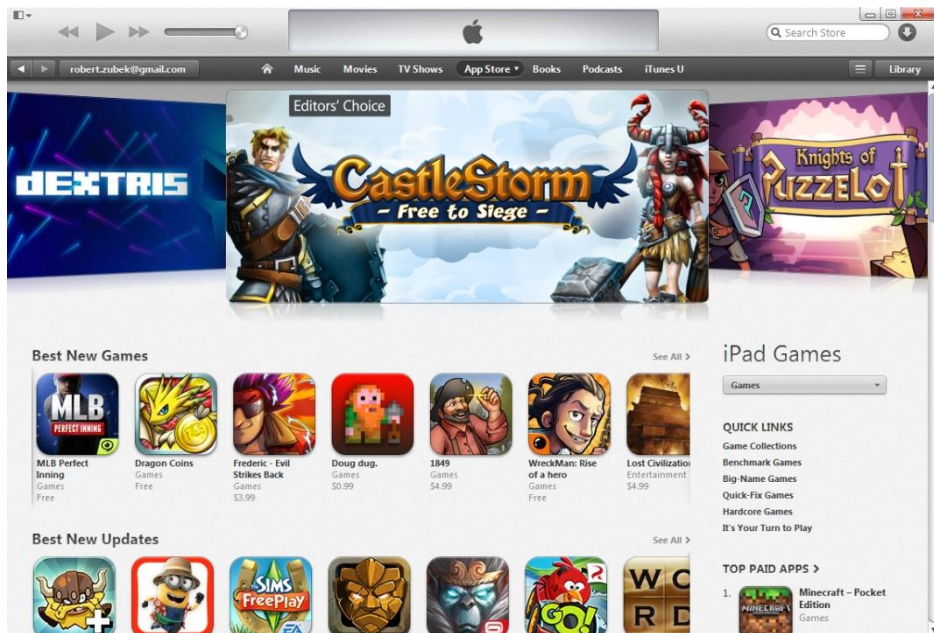
# After Release: The Tale of the Tail



Summer
sale

Holiday
sales

Out-of-band
Week-long
sale

Release The Kraken

1849 NEVADA SILVER

# Flogging the tail: Ads

# Keep at it!

# Epilogue: What's Next



www.somasim.com/highrise

# Q&A?

- Check us out at:
- @somasim_games
- www.somasim.com





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