THE PROFITABLE COMIC BOOK KICKSTARTER LAUNCH ROADMAP

ComixLaunch

Have you been thinking about launching a Kickstarter project to fund your comic book or graphic novel, but maybe you're not sure if crowdfunding is right for you?

Are you feeling overwhelmed with what seems like a million things you need to get right in order to get your Kickstarter funded?

Or maybe you've had some crowdfunding success in the past, but when all was said and done, the campaign left you completely exhausted and without much left to show for all your hard work?

TRUTH TIME: I sat on the sidelines for a loooong time before launching my first Kickstarter campaign.

Fear of failure, fear of being judged, fear of getting funded but making a mistake somewhere that would end up costing me big down the line... I had a lot of reasons NOT to launch.

But, looking back now, I'm so glad I fought through all the fear and hit that green Kickstarter launch button!

That first successful Kickstarter campaign completely changed the trajectory of my creative business and my life... and I firmly believe that it can do the same for you, too.

This roadmap will walk you through 9 important steps to creating your own profitable comic book Kickstarter campaign.

This isn't theory or stuff that might work, rather this is the same proven path I've used to raise over half a million dollars in funding on Kickstarter for my publishing company, *ComixTribe*.

It's also the same roadmap that I've used to guide hundreds of creators inside of my premium program and community, *ComixLaunch Pro*, to the tune of well over a million dollars in funding and counting, for their comic book launches!

I hope you get a ton of value out of it, and if you have any questions, make sure to ask them inside of **COMIXLAUNCHERS**, a Facebook group EXCLUSIVELY for current (and future) successful comic creator crowdfunders. Request to join us there today!

I can't wait to see what you launch next!

Best,

Tyler James
Publisher of *ComixTribe* | Founder of *ComixLaunch Pro*

Before You Hit the Road...

Every great journey requires a bit of prep work before you're ready to roll. Here are a few things you should take care of before you start planning your first Kickstarter launch.

❏ Sign-up for a Kickstarter account here: https://www.kickstarter.com/signup

❏ Find your friends on Kickstarter by connecting your Facebook account - https://www.kickstarter.com/friends

❏ Back some comic projects in your genre before launching your own. This will let you see Kickstarter from a backer's perspective. (Plus, creators who back other creators' projects have a higher success rate than those who don't!)

❏ To launch a project, you'll need to provide Kickstarter a bank account number where they will deposit your funds. We recommend opening up a separate business checking account for your creative endeavors (if you haven't already) because once your campaign succeeds, you're in business!

❏ Request to join the free ***COMIXLAUNCHERS | Successful Comic Book Creator Crowdfunders Facebook Group***.

❏ Subscribe to the ***ComixLaunch*** podcast on iTunes (iOS), Spotify or Stitcher

9 Steps to a Profitable Comic Book Kickstarter Launch

✅ **Step 1: Ready an Audience**

There's a reason the "crowd" comes before "funding" in crowdfunding... Kickstarter is the venue, but YOU are in-charge of the guest list.

ComixLaunch Pro-Tip: An email list of fans will be your #1 crowdfunding asset. Shoot for a minimum of 100 fans on your list before you launch.

✅ **Step 2: Define Your Project**

You need to clearly state WHAT your book is about, WHO it's for, WHY you're taking it to Kickstarter, and WHEN backers can expect it to be complete.

ComixLaunch Pro-Tip: Kickstarter is not just for "big" projects. In fact, breaking up big projects into a series of smaller launches will usually result in more overall funding & profit than one big launch.

✅ **Step 3: Craft Your Rewards**

Offer a mix of inexpensive, medium and premium priced rewards that will entice your fans to pledge.

ComixLaunch Pro-Tip: Hold a few cool pledge levels in your back pocket and unveil them during the launch to keep excitement up.

✅ **Step 4: Budget Every Penny**

Plan out in detail what it's going to actually cost to make, print, pack and ship your Kickstarter rewards. (Remember to take about 10% off the top for Kickstarter and credit card processing fees.)

ComixLaunch Pro-Tip: Set your funding goal at the intersection of how much you need and how much funding you're likely to raise at this point in your career.

✅ **Step 5: Make a Video**

Projects with video are far more likely to be successful and usually raise a lot more funding than projects without them.

ComixLaunch Pro-Tip: Write out your entire Kickstarter video script before you pick up the camera.

✅ **Step 6: Build Your Page**

Your Kickstarter page is like a salesman working 24-7 to sell your project, so make sure you make it visually appealing.

ComixLaunch Pro-Tip: Your Kickstarter project title should not only include the name of your book, but also keywords highlighting who it is for and what is unique about it. You have 60 characters to play with... use them!

✅ **Step 7: Plan to Promote**

The most successful comic book launches use a variety of free and paid promotional strategies to drive traffic to their Kickstarter page all campaign long.

ComixLaunch Pro-Tip: Line up 3-5 media hits before you launch (interviews, reviews, podcasts, live streams) that will run during your campaign.

✅ **Step 8: Run the Campaign**

ComixLaunchers have a plan for each phase of the launch, including Launch Day, the "Early Bird" phase, the middle "Dead Zone", and the home stretch.

ComixLaunch Pro-Tip: Each day of your launch, look for cool progress milestones to promote, and celebrate with your backers once you hit them.

✅ **Step 9: Fulfill Your Promises**

Whether you're handling reward fulfillment yourself or outsourcing to a trusted partner, a campaign isn't successful until you've delivered on your promise to every backer.

ComixLaunch Pro-Tip: Shipping rates usually go up in January each year. Keep that in mind when estimating your postage costs.

Congratulations!

You successfully planned, built, launched, funded and fulfilled a successful Kickstarter campaign to bring your comic book project to life!

What's Next for ComixLaunch Pros?

Build your audience!

Add new sales channels!

And launch again on Kickstarter, bigger and better!

3 Common Kickstarter Mistakes to Avoid

Mistake #1: Confusing Crowdfunding With Charity.

There are still some folks out there who think Kickstarter creators are asking for a hand out when they launch a project. They are not. In fact, Kickstarter does not allow projects to fundraise for charity, and YOU are not a charity. (Don't believe me, ask the IRS!)

When you launch a Kickstarter project, you are not holding out a tin cup panhandling for spare change. Rather, you're offering a fair exchange of value.

Mistake #2: Thinking Kickstarter Only Works for "Big Name" Creators.

From time to time, industry legends and comic superstars will launch huge projects on Kickstarter that get a ton of media attention. However, a giant existing fan base is NOT a prerequisite for success on Kickstarter. In fact, 3 out of 4 successful comic book Kickstarters projects raise less than $10K and are run by creators with relatively small audiences.

Every single month, first time creators are getting their projects funded and leveling up their careers in the process.

Mistake #3: Not Building an Engaged Email List of Fans BEFORE You Launch.

Kickstarter WILL help new fans discover you and your amazing project... but only if your campaign gets off to a strong start. That means you'll need to drive your own audience to your project page after you launch. The best way to get your fans primed and ready to back your project is by getting them on an email list.

If you don't have a list yet, you're not alone. About 40% of new *ComixLaunch Pro* members enter our program with ZERO list. However, most of them are able to build a big enough list to fund their projects in 90 days or less following our proven approach to list building.

GET READY TO LAUNCH!!!

It's NOT TOO LATE to get serious about mastering Kickstarter, the #1 platform in the world for launching comic books, graphic novels and other creative projects.

GET ON THE WAITLIST

ENROLLMENT OPENS SOON!

My premium training program and community, **ComixLaunch Pro**, is currently closed, and opens to the public only a few times a year. (Click here to get on the waitlist.)

BUT you can get a head start with all the free resources I offer on the ***ComixLaunch* website** and inside the free ***COMIXLAUNCHERS* Facebook Group** group I run, which is full of hundreds of successful comic creator crowdfunders.

I hope to see you inside and I can't wait to see what you launch next!

Come Hang Out With Your Fellow COMIXLAUNCHERS!

I've created a supportive and inspiring free group for writers, artists, publishers & comic creators who want to launch wildly successful Kickstarter projects.

[Click here](#) to join me and hundreds of other successful comic creators crowdfunders in the free *COMIXLAUNCHERS: Successful Comic Book Kickstarter Creators Community*.

Subscribe to the ComixLaunch Podcast for Free!

KICKSTARTER | CROWDFUNDING
MINDSET | STRATEGY | TACTICS

ComixLaunch

with *Tyler James*

Learn the mindset, strategies & tactics that work for the best comic creators on Kickstarter each and every week when you subscribe to the FREE ComixLaunch Podcast.

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Always worth it. ★★★★★
by MCMLXVDD – May 26, 2020

When you are ready to go to the next level and use Kickstarter to successfully launch, you'll quickly find that every episode that Tyler puts out is worth a listen. There's treasure for creators week after week. Highly recommended.

Was this review helpful?   Yes | No | Report a Concern

Tyler is the man! ★★★★★
by Tactical Thomas R. – Mar 6, 2020

I don't trust many people, but I decided to take a chance and trust Tyler & it was One of BEST decisions I've made. He won't tell you something that he hasn't done himself or SEEN work countless times..it working for me!

Was this review helpful?   Yes | No | Report a Concern

Anyone can learn from these tips! ★★★★★
by TheRay7 – Mar 3, 2020

If you're a creator of any kind, Tyler has some great tips and pointers for you! Well thought out and experience related advice. And it's all free to listen! My week is not complete until I've listened to ComixLaunch!