Luna Blooms PA Services Kickstarter Checklist

This checklist was created by Luna Blooms, LLC and was originally utilized to guide our authors and ourselves through the Kickstarter process. We know that there are a lot of questions surrounding creating Kickstarters in the author (and PA!) community so we decided to make this more universal and widely available!

If you have questions, you can email us at lunablooms.pa@gmail.com or find our services at http://www.lunablooms-pa.com

Timeline	Done	Task	Notes
Full Project	☐	**Project management**	Schedule out reminders for yourself, add in specific check-ins with an accountability/critique buddy, lay out your timeline in your calendar/planner to help yourself stay on track.
Pre-launch	☐	**Create account**	Create your account on Kickstarter, including all account-level details for launching the Kickstarter project (making sure that everything is entered for bank accounts, taxes, etc.), and business information that you have. If you're going to request that Kickstarter does *not* show your legal name, start this process immediately. You need to contact customer service and they'll walk you through what you need to do.
Pre-launch+	☐	**Back projects**	Start backing projects early - find bookish projects and back them at the $1 no-reward-tier if you need to (backing a lot of projects at premium levels adds up fast, so pace yourself.) We recommend backing other projects to show that you're active on the site, involved in the community, AND it helps the algorithm once you launch your own project!
Pre-launch	☐	**Study projects**	Go on Kickstarter, search keywords for your genre, and look at projects that are active/those that funded. How do their banners look? What did they include in their story? How many graphics do you see? What are their tiers like? Take notes.
Pre-launch	☐	**Join author Kickstarter groups on Facebook**	Spend 3 hours looking through pinned posts in author focused Kickstarter groups - they are a gold mine. Check out campaigns actively seeking feedback and read the comments so you can start your drafting process efficiently.
Pre-launch	☐	**Main product**	Finalize what your main item will be with a full description - any and every detail that might be useful!
Pre-launch	☐	**Complete cost and items list**	Track the (likely) actual cost for every item that *could* be included or related to the KS project (cost for printing books, shipping the books to you, shipping to and from a sprayer/stenciler, shipping rates for sending to backers worldwide, cost per bundle for items that are more cost effective buying in bulk, packing supplies, all swag, artist costs, etc.). Consider tiers where you can drop-ship regular/retail copies of your book to save on shipping fees, packing the books, etc. Include items noted for stretch/push rewards.
Pre-launch	☐	**Tiers first draft**	Write up potential tiers and add-ons for backers for a first round of feedback - make sure you're noting the actual cost-to-you for your calculations. For items that are up on retail sites, such as your existing paperback, or the eBook version, do not price these differently unless you're offering something special to justify the price change. Be sure to offer a basic eBook tier if you're able to, a paperback-only tier, and a hardcover-only tier. Factor in extra time for packing all of your orders, receiving your supplies, shipping, etc., when thinking about your fulfillment dates - give yourself much more time than you think you need in case of any delays.
Pre-launch	☐	**Outline for story**	Draft the outline of your story section. What are the key points you'd like the backers to know? (Intro highlights, story/series, possible accolades/reviews, why kickstarter, and about the author (there will be space for the tiers and add-ons and possible bonus rewards as well).
Pre-launch	☐	**PNGs for your items**	Pull PNGs for all of your items, this will help greatly as you start to create the graphics for your campaign. Include mock-ups with any angles possible for the main item and all components. High-res when possible.
Pre-launch	☐	**Graphics for Story (non-tiers)**	Draft options for graphics to share details of the main product(s), tropes for the story, etc. These are to showcase your story/series and let backers see what it's all about, so don't stop at showing us the main product, give us aesthetic vibes for your story or world. If you're using something other than Canva, BookBrush, or PhotoShop, be sure you're noting where you got an image
Pre-launch	☐	**Graphics for headers**	Draft your graphics for each new section and size them appropriately - 100px tall by 500px wide is a good place to start: Welcome; Story/Series; Kickstarter; Praise; Author; Tiers; Add-ons; etc.
Pre-launch	☐	**Graphics for tiers and add-ons in your story**	Draft a few options of graphics for how you can display your tiers - include all of the items that will be available for that reward, the name of the tier, and the price of the tier.
Pre-launch	☐	**Small graphics for your tiers and add-ons**	Draft simple options for the graphic that is displayed above your tiers and add-ons when someone is backing.
	☐	**Graphics for goals**	Draft your template for stretch and flash goal graphics. Don't include the pricing until after the first two days of the campaign, but decide how you'd like to show what's coming next, what has been unlocked, etc.
Pre-launch	☐	**Graphics for banners**	Draft at least three distinct banner graphics that can be swapped out during the slower parts of the campaign that flow with the other graphics for tiers, etc., as well as at least two for pre-launch.

Luna Blooms PA Services Kickstarter Checklist

This checklist was created by Luna Blooms, LLC and was originally utilized to guide our authors and ourselves through the Kickstarter process. We know that there are a lot of questions surrounding creating Kickstarters in the author (and PA!) community so we decided to make this more universal and widely available!

If you have questions, you can email us at lunablooms.pa@gmail.com or find our services at http://www.lunablooms-pa.com

Timeline	Done	Task	Notes
Pre-launch	☐	**Set initial goal and timeline for campaign**	Set the minimum amount for the project to be funded at (this isn't your final goal - this is typically a lower number so the project can fund and gain momentum) and how long the project will run (14-30 days) within your campaign on Kickstarter. Add a temporary banner, choose a catchy title that will bring in fans of your genre (use something like "A special hardcover edition of the middle-grade fiction story about a girl and her dog finding one another" instead of "Stella's journey to find Tucker lost in the woods").
Pre-launch	☐	**Apply for project approval**	This can be done after the banner is up and something is saved in each section of the project (including banking information). Be sure to have some basic information in your story - Kickstarter needs to see something that COULD go live - so consider having an early draft banner, a simple header graphic for a few sections, a few pngs or early draft graphics of your main item with the description, the blurb of the story, your standard about-the-author paragraph with your photo, etc. This does *not* have to be the same as your draft, but it can be. This can typically be fairly minimal compared to your final product, but still needs to show Kickstarter that you intend to deliver a great project when it goes live. This is *not* going live - this approval gives you the option to make your pre-launch page live where people can follow your campaign. They'll see the banner, the title, the subtitle and your author information with nothing else other than the option to follow.
Pre-launch	☐	**Activate pre-launch**	Remember: this does not launch your project - it creates your pre-launch page for people to start following your campaign. You want as many followers as possible! Once you've turned on your pre-launch page, you can create trackable links that will show you where your backers came from *after* your project has launched. This is also where you'll create a private preview for feedback later.
Pre-launch	☐	**Start sharing**	Begin sharing teasers about the products in your exclusive Kickstarter, educate your followers about what Kickstarter is, and point people to follow your project.
Pre-launch	☐	**Initial story draft**	Using GoogleDocs or Word, write out a full draft of your story with a few sample graphics for headers, tiers, and the general story, along with the written tiers (we suggest using a pageless doc so things aren't broken up). This is the first time everything will be in one place - it doesn't have to be perfect because it's your starting place.
Pre-launch	☐	**Story draft feedback**	Send your initial story draft to your critique buddy. Questions you can ask them: Are you hooked from the beginning? Is it clear what the focus of the project is? Are the graphics effective - are they easy to read if there's text, are they too busy, do they fit with my genre? Was there anything missing? Was any section too detailed? Do the tiers make sense with their pricing and items? Does the funding goal make sense for my audience and other projects like mine?
Pre-launch	☐	**Apply edits to tiers and story**	Edit and adjust your draft in your doc. Use what you've learned in studying campaigns and what you've read for feedback on other campaigns in Facebook groups.
Pre-launch	☐	**First round of feedback - using Google Doc**	Solicit feedback using your GoogleDoc or KS preview from other authors in the author Kickstarter FB groups or from your own circle of friends. Apply any changes you'd like to make to your story, graphics, etc.
Pre-Launch	☐	**Add KS pre-launch link to Linktree**	Add your Kickstarter link to your LinkTree so your readers can start following! (You can create a trackable link just for your Linktree!)
Pre-launch	☐	**Set up Kickstarter**	Set up Basics in KS
Pre-launch	☐		Set up Story in KS
Pre-launch	☐		Set up Tiers and Add-ons in KS
Pre-launch	☐		Create tracking links if you'd like to use these to see where backers came from
Pre-launch	☐	**Video introduction**	Record and edit your video introduction, then upload it to Kickstarter.
Pre-launch	☐	**Create media kit**	Create a virtual kit with graphics for swaps/social media shares. Include sizes for FB/IG, IG stories, KS, etc. You can also add in the Kickstarter branding on them with "just launched, funded in __, etc." You can also include posting information, relevant details, any sample scripts, hashtags, a unique tracking link, etc.
Pre-launch	☐	**Swaps**	Create a form for arranging Kickstarter backer update swaps and newsletter swaps throughout pre-launch and the campaign itself.
Pre-launch	☐	**Proofing**	Ask a critique buddy or writer friend to proof your entire project.
Launch	☐	**Launch!**	This is the big one...officially launch your Kickstarter at the set time. You've got this!

Luna Blooms PA Services Kickstarter Checklist

This checklist was created by Luna Blooms, LLC and was originally utilized to guide our authors and ourselves through the Kickstarter process. We know that there are a lot of questions surrounding creating Kickstarters in the author (and PA!) community so we decided to make this more universal and widely available!

If you have questions, you can email us at lunablooms.pa@gmail.com or find our services at http://www.lunablooms-pa.com

Timeline	Done	Task	Notes
Launch	☐	**Lots of promo!**	Share your media kit and keep looking for shares/swaps! This is also a great time to share in reader groups and on your own social media!
Post-Launch	☐	**Send backer updates**	You can draft some the the major campaign updates ahead of time - end of the first day, project funded, stretch goals unlocked, halfway point, ending soon, final day - so you can paste them right into the updates waiting to be sent.
Post-Launch	☐	**Continue Swaps**	Arrange swaps and cross-promotions throughout your campaign - get as many people seeing your project as possible!
Post-Launch	☐	**Stretch goals and push goals updates**	Update graphics in your story and include them in your updates to your backers with the goal and rewards for reaching them.
Post-Launch	☐	**Download your advanced analytics**	Download your advanced analytics report on the back end of your Kickstarter *before* your campaign ends! There are ways to find it again, but the easiest way to have all that valuable data is to grab it the final day!
Closing	☐	**Thank you update**	Update your backers , social media followers, reader group, etc. with a summary of the campaign (highlights), thank yous, and potential future projects to watch for.
Closing	☐	**Surveys**	Create your final message to accompany your surveys, create the surveys (noting all the information need to be gathered from backers - shirt sizes, color options, an option to opt-out of bonus rewards, etc). We also recommend marking each physical tier with the ability to edit their mailing address (a checkbox in the surveys that KS provides).
Closing	☐	**Mailing supplies**	Decide and gather what you'll need for packing everything up, especially your books!
Post-Close	☐	**Summary for authors**	Give back where you got feedback and where you gathered information! If you asked for feedback in FB groups, be sure you're responding to those now seeking suggestions. Write a summary of what went well, what you'd change, etc., in those groups - again, give back, even if it's a short summary!
Post-Close	☐	**Order organization**	Organize all your data to see your final counts for tiers, add-ons, etc. to know what you will need for fulfillment.
Post-Close	☐	**Digital delivery**	Send out all digital items!
Post-Close	☐	**Mailing**	Send out all physical items!
Post-Close	☐	**Relax and celebrate**	You did it!!