



# **HOW TO MAKE YOUR FIRST TABLETOP GAME**

**Sam Friedman**

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### 3. Working on rules

**Consider basing your game's rules off another game you like, so that you understand the mechanics**

**However, don't directly copy the rules of another game or else players won't make it fun.**

**Think about the target player's age and his/her reading level and comprehension ability.**



For more information on the product, further explanation of game play, or to see what's new in Bradan's World, please visit our website at [bradanworld.com](http://bradanworld.com).



## Bradani's World™

Questions? Comments? Contact us at [info@bradanworld.com](mailto:info@bradanworld.com) or for comments, reach out on [www.facebook.com/bradanworld.com](https://www.facebook.com/bradanworld.com)

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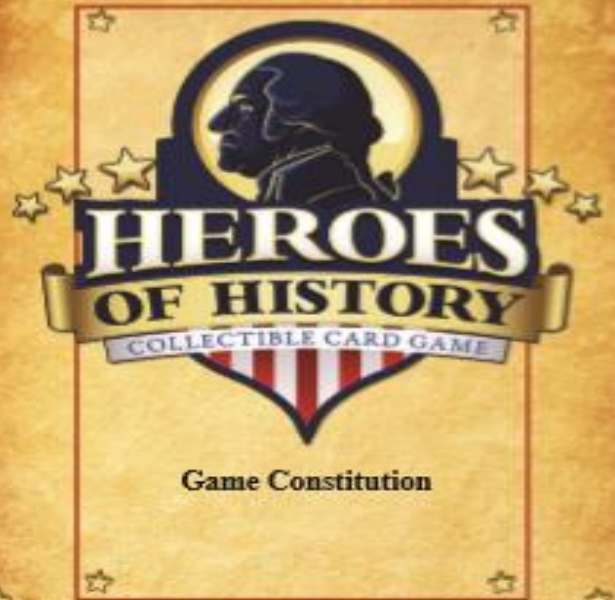
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### Special Thanks to:

Patricia  
Dustin, Eric,  
Doug, Frischman,  
the Bradan Family  
The International Council for Great Lakes  
Business students of East Stroudsburg University  
Andrew Reah  
Blanch Gilman  
Leo and Sebastian Bora  
Ethan and Joe Dingman  
Kevin and Jason Gilman  
Bill Oates Classical School  
Yoshua and Remy Gilson  
Dr. Jennifer Cohen  
Joan Haggerty  
Michael Kowalski  
Barrett Kuchner  
Peter Neumann  
Ken Wenzel

And to everyone else who helped to make this game come to life!

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## Game Constitution

Welcome to Heroes of History Collectible Card Game. Collect unique cards celebrating history and learn as you play because learning is fun...wink wink nudge nudge.

### Special Terms

1. **START POINTS:** Each player starts with 50 and you gain or lose them as a result of battles or instruction cards. Add or subtract points using paper or a digital device.
2. **BATTLEFIELD:** This is the play area.
3. **PLAYMAT:** This is where you play your own cards.
4. **BATTLEGROUND:** This is where you play Background cards.
5. **TRENCH:** Cards that are played here.
6. **MURKIN:** This is your discard pile.
- D. **SPECIAL DECK:** This is for extra cards.
- E. **COMMAND ZONE:** This is where you play Supplies, including Weapons.
- F. **DECK ZONE:** This is for your 50-card deck.



### Cards

1. **TITLE:** This is the name of the card.
2. **TYPE:** To name this card, you must spell this amount, in cards, of the same Type.
3. **SUB-TYPE:** Commands have Sub-Types. They are General, Civilian, Soldier, and Warrior.
4. **COMBAT RISK:** This determines the effectiveness of this card in battle. There are two stars: ATK (attack) and DEF (defense).
5. **TEXT:** The top section of this box has the Card Effect. The bottom half of this box has facts about the historical significance of the card. Some have both, some have one or the other.



6. **TYPE:** This is what kind of card this is.

- A. **EXCEPTIONAL COMMAND:** Purple border, crossed colors.
- E. **COMMAND:** Blue border, crossed colors.
- G. **SUPPLY - ACTION:** Gold border, arrow icons.
- H. **SUPPLY - PROTECT:** Red border, shield icons.
- F. **SUPPLY - WEAPON:** Black border, orange icons.
- B. **BATTLEGROUND:** Green border, shield icons.

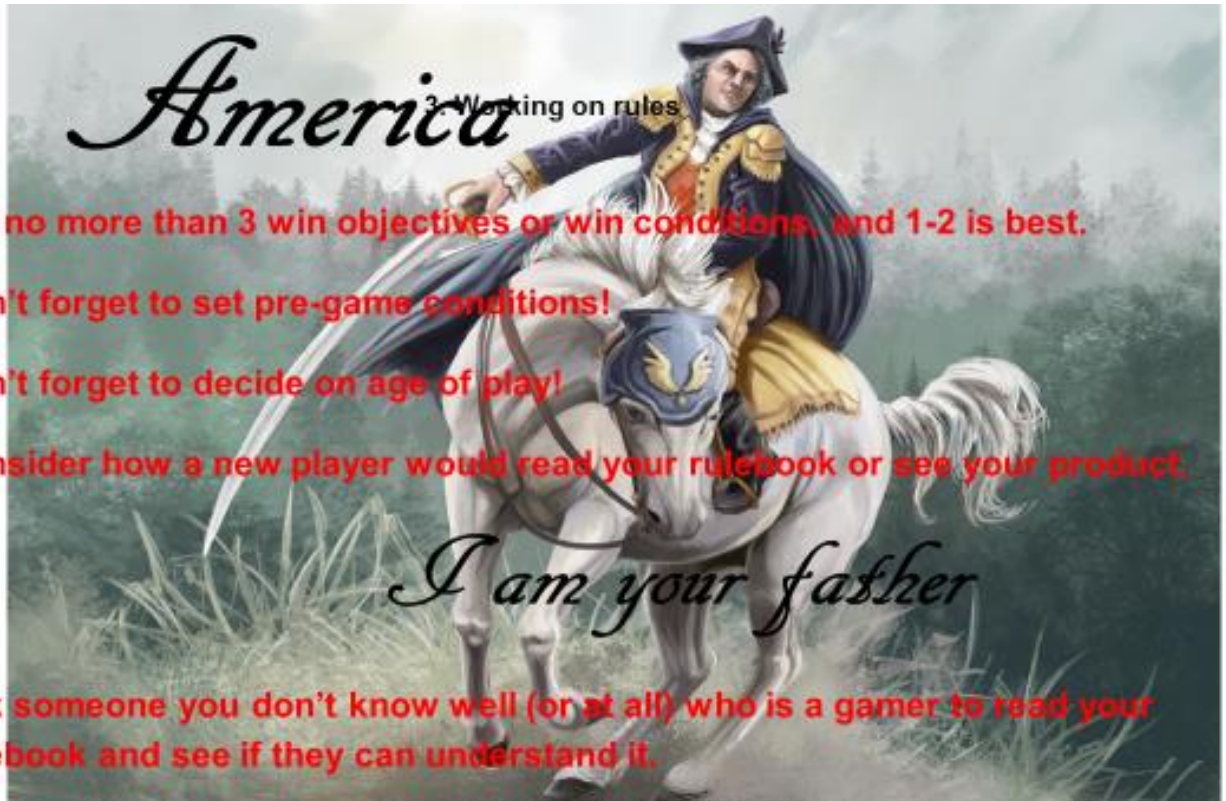
### Before The Game

1. Your deck must have at least 40 cards. A maximum of 3 of any 1 card by title, but only 2 of any 1 **EXCEPTIONAL** card by title. For example, you can have 3 Caesar Rodneys, 3 Ambushes, 2 George Washingtons, and 2 Andrew Jacksons. You can not take 3 George Washingtons, as they are **EXCEPTIONAL** cards.
2. Shuffle your opponent's deck and put your deck in your Deck Zone. Each player draws 5 cards. You may never have more than six cards in your hand at the end of your turn.

### Turn Order

- 1P BEGINNING PHASE    1P ACTION PHASE 1  
2P BATTLE PHASE    1P ACTION PHASE 2  
2P END PHASE





#### 4. Playtesting

Two types of playtesting:

“People you know”- testing your game with people you know.

“Blind”- giving a copy of your game (or send a PDF) to a friend to introduce to playtesters who don't know you.

## 5. Choosing Artists

- AFTER you have done some initial playtesting.
- Sites like upwork.com, Deviant Art, Reedsy.
- Or, consider a local art school or your talent.
- Consider the art style you want. This is #1.
- Watch your budget



# WARNING

Freelance artists are generally not the most reliable people when it comes to deadlines. If you want a deadline enforced YOU MUST ENFORCE IT!

Best way to pay: Consider fee schedule. DON'T PAY 100% UP FRONT!

Be careful showing artwork to potential fans and customers- can be helpful in guiding you, but can be very slow-going and non-expert.

## 1. Copyright & trademarks

Under the Copyright Act (first ed. 1976), when you commission artwork, the artist owns the rights to all that artwork. Unless artist gives it to you, you must buy copyright from your artists. Exception: logos

EVERYTHING MUST HAVE PAPERWORK! Always get them to sign paperwork agreeing to turn over copyright.

Do you even need copyright to artwork? In many cases, the answer is no...unless you plan on using that artwork in other uses, or you think your game will take off, in which case yes get those copyrights.

Anything you make is your copyright, so you do not need your own permission. Your game is considered copyright as soon as it's created, and any value you create you own the trademark of in "common law", but documentation gives you extra protection in most cases



## 1. Copyright & trademarks

Trademark: You do not have to file a trademark claim...BUT, if another company uses your name or a name you want to protect in a brand, then get the trademark.

In all cases, GET A FREAKING LAWYER! At least to do document review.

Rocketlawyer.com isn't the greatest, but it's better than nothing. At least it gives you document creation.

File a trademark? Company Incorporation will do it for \$99 a piece with a patent lawyer. GET A FREAKING LAWYER!

## 1. The Game Box

2nd most important thing to the actual game itself. This is your #1 marketing tool.

Box top in particular is critical "Judge a book (game box) by its cover".

Great layout & art is critical-no typos.





## 1. The Game Box



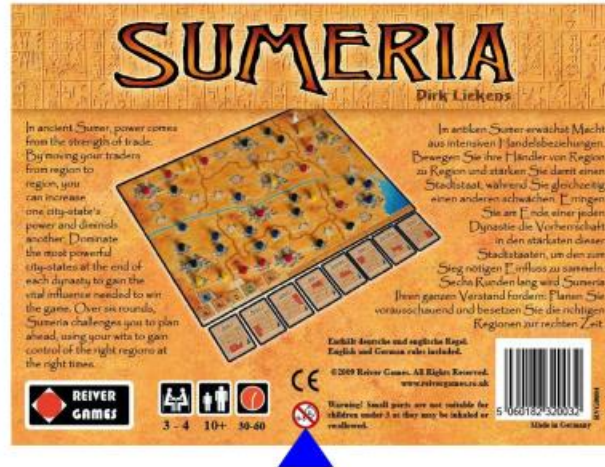
## 1. The Game Box

**Box bottom- have crisp, succinct text that explains why someone should buy your game. Think of it like a print ad.**

**Box bottom should show features of your game, like artwork or parts, to get someone more excited to take the game home right now.**

**Great copy and art can move someone to buy. Consider doing design that makes people feel one of the 7 "sins" when buying (greed and pride work well here)**

**don't forget the labels! Baby labels, age, time of play, European certified, CPSIA (if needed), etc.**



## 8. Finding a printer

Single toughest part, besides making the game.

USA is much more expensive (Delano)

China is much cheaper...BUT more difficult to navigate

Consider working with a third-party (AdMagic, Print Ninja)

The Game Crafter is great for small print orders and prototypes.

Other, small printers may work well too.

## 9. Preparing for Kickstarter

Good idea to start Kickstarter announcement at least 3 months out, if possible. 6 months is most ideal

Best days to start Kickstarter campaign?

Tuesday morning, depending on your time zone (noon EST is best). End date is Thursday (Kickstarter). First timers should consider 35 days, 2nd timers 28-30 days. (Stonemeier Games).

Other crowdfunding platforms available.



## 8. Finding a printer

Make sure to do break even sheet when deciding on a printer to figure out how much you will pay in order to figure out how many cards you have to sell to break even. Side note: Typical indie game is mid-4 figures.

Also consider taxes, shipping, storage fees, and other fees.

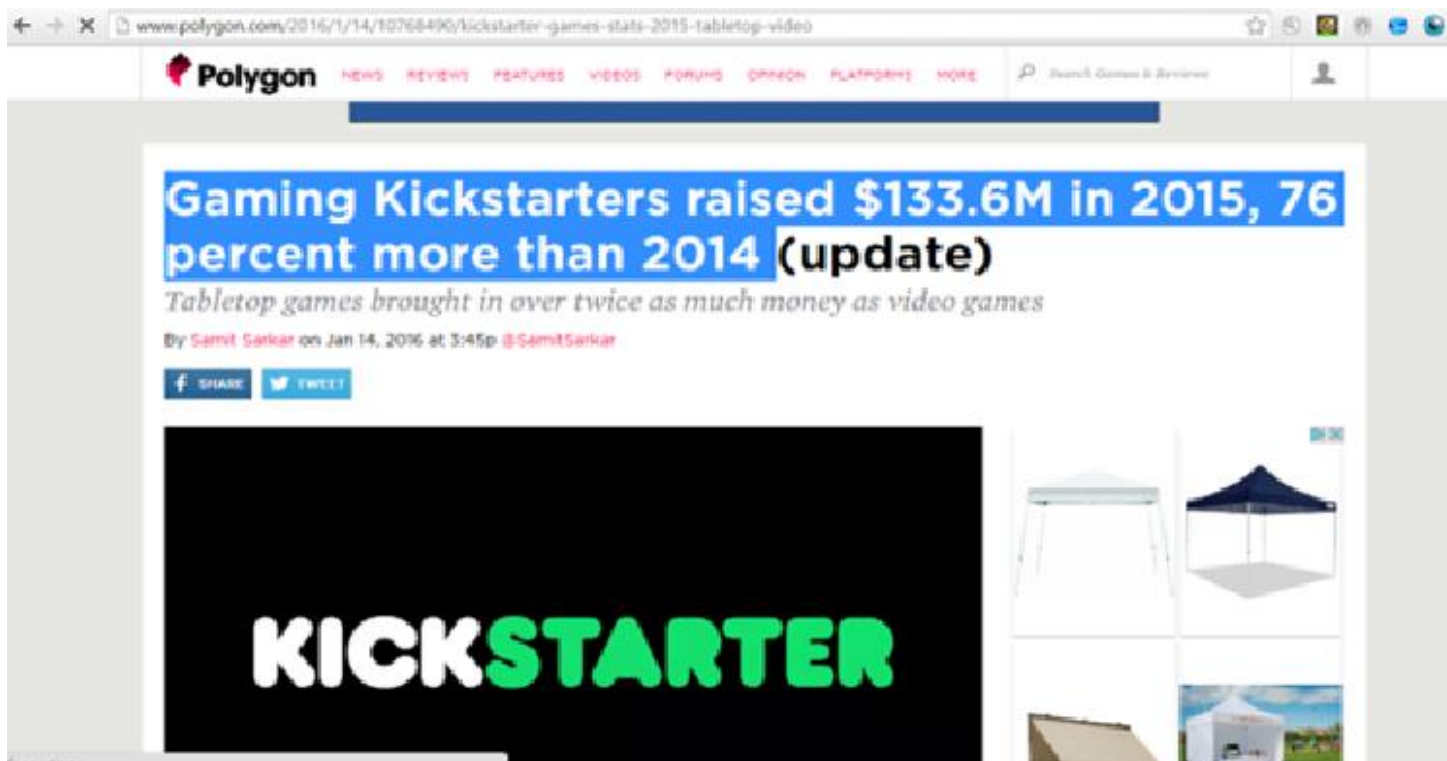
Always get a sample from the printer (or order online) to make sure their quality is what you want.

Always ask how long it will take to get your cards.

## 9. Preparing for Kickstarter

Get the word out as soon as possible! E-mail newsletter, social media, Reddit subthreads, Board Game Geek, Facebook Kickstarter groups, and as many game reviewers and blog sites as you can find.

Offline support to, like at Templecon or at other conventions.



The image is a screenshot of a web browser displaying an article on the Polygon website. The browser's address bar shows the URL: [www.polygon.com/2016/1/14/10768490/kickstarter-games-stats-2015-tabletop-video](http://www.polygon.com/2016/1/14/10768490/kickstarter-games-stats-2015-tabletop-video). The website's navigation bar includes the Polygon logo and links for NEWS, REVIEWS, FEATURES, VIDEOS, FORUMS, OPINION, PLATFORMS, and MORE. A search bar and a user profile icon are also visible.

The main article content is as follows:

# Gaming Kickstarters raised \$133.6M in 2015, 76 percent more than 2014 (update)

*Tabletop games brought in over twice as much money as video games*

By [Samit Sarkar](#) on Jan 14, 2016 at 3:45p @SamitSarkar

Below the text are two social media sharing buttons: a Facebook 'SHARE' button and a Twitter 'TWEET' button.

The article features a large black image with the word 'KICKSTARTER' in white and green text. To the right of this image is a vertical gallery of four images showing various types of pop-up tents or canopies, likely related to the article's focus on tabletop gaming events.



Category	Unsuccessfully Funded Projects	0% Funded	1% to 20% Funded	21% to 40% Funded	41% to 60% Funded	61% to 80% Funded	81% to 99% Funded
<b>All</b>	<b>198,003</b>	<b>44,707</b>	<b>122,384</b>	<b>19,143</b>	<b>7,459</b>	<b>2,753</b>	<b>1,555</b>
Art	13,634	3,421	8,017	1,399	521	183	93
Comics	3,934	386	2,536	600	277	98	37
Crafts	5,020	1,342	3,036	388	166	53	35
Dance	1,222	237	754	140	66	20	5
Design	14,393	1,485	9,448	1,958	860	370	270
Fashion	12,978	3,560	7,598	1,161	402	162	95
Film & Video	35,657	8,656	22,038	3,339	1,114	355	155
Food	15,048	3,564	9,578	1,187	488	140	91
Games	17,038	2,041	11,451	1,902	922	433	289
Journalism	3,032	1,021	1,782	155	44	15	15
Music	23,606	6,203	13,523	2,575	923	278	104

## 10. Networking

To build your brand, network with other game developers. Look out for opportunities from bigger publishers who may publish your game, if you don't want to publish independently (or even if you do)

Share with others for best practices and new ideas.

See what other games are being produced.

Helps with future KS

## 11. Selling & advertising

Amazon, eBay, Board Game Geek. Advertising on popular blogs

Amazon has most traffic, but you MUST be on BGG. Better to advertise there than Amazon, use BGG to drive sales to Amazon.

Other 3rd party sellers- Funagain Games, The Game Crafter Store

Facebook/social media advertising for judging engagement, not necessarily finding new customers.

Follow us on Instagram: @bradansworld

<https://twitter.com/BradansWorld>

<facebook.com/bradansworld>

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