

About Me

Where I'm coming from



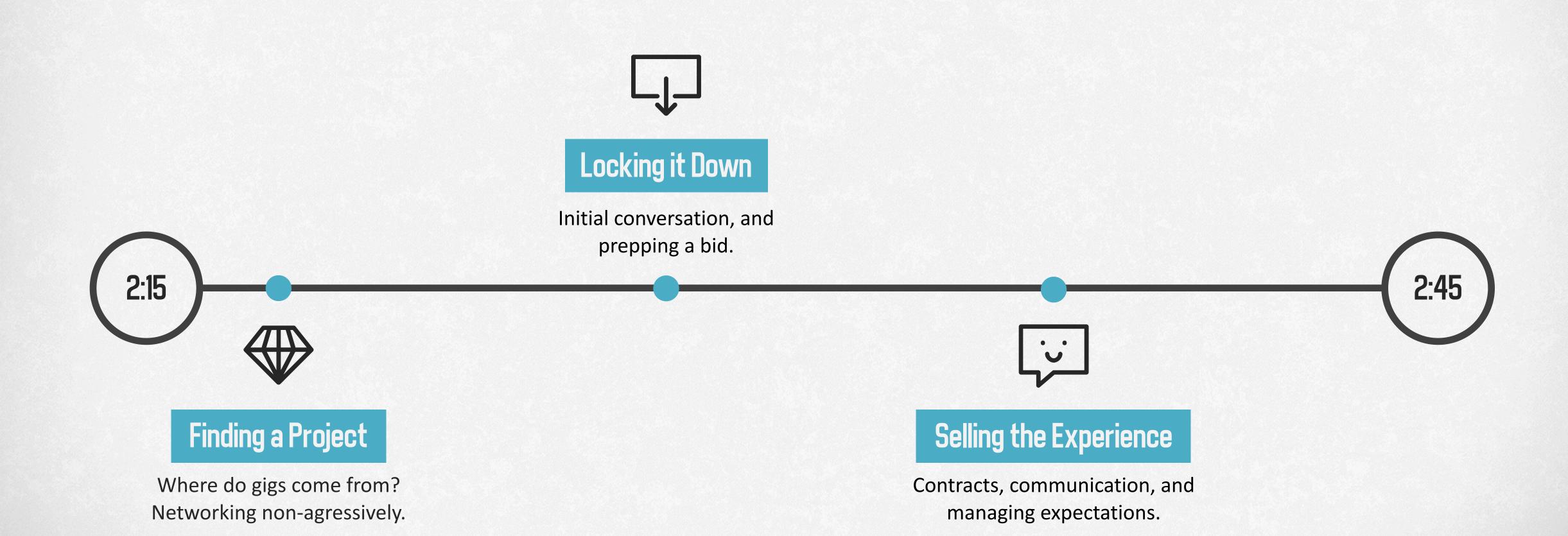
Richard Ludlow

Audio Director



Session Overview

What will we be covering?

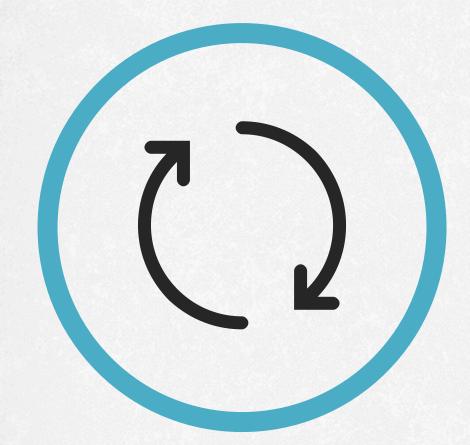


Finding a Project



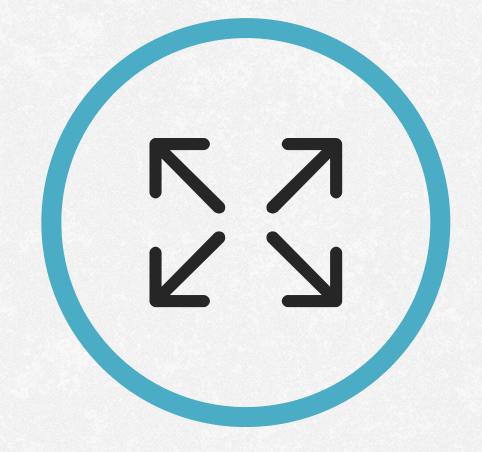
Where do Gigs come from?

Hint: You're asking the wrong question!



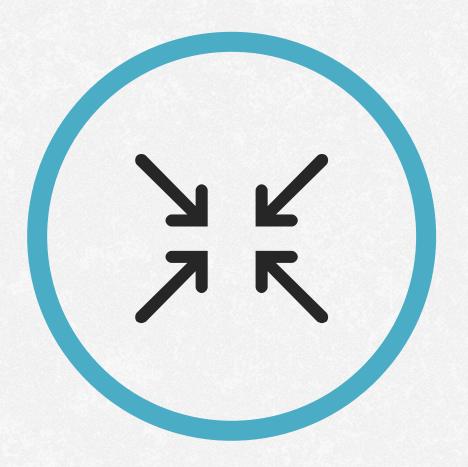
Returning Clients

Developers you've worked with in the past coming back for more.



Referrals

Your existing clients evangelizing you to their fellow developers.



Recognition

A developer has heard your work in another game and reaches out to you.



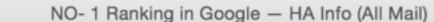
Relationships

You've established a amicable friendship with a developer over time.

Cold calling?

It's tempting, but...















February 2, 2015 at 3:35 AM

To: undisclosed-recipients:; Bcc: Hexany Audio

NO- 1 Ranking in Google

Hello sir/mam,

We are an offshore Web Design, Application Development, & SEO company from Noida, India. We are a team of 20+ experienced IT professionals dedicated to deliver tailor made IT solutions & business applications to help our clients build & scale their market presence, branding and marketing via web, windows and mobile platforms.

We have been delivering US, UK, Israel, Sweden, AU & Europe based clients from over five years. We are seeking good business relations with you and your company. We have been delivering web, windows and mobile based designs and applications to the industries and domains like E-Commerce, Fashion, Retail, FMCG, Education, Corporate Houses, Parcel Shipment and Logistics, Hotel Tour and Travel Industry.

Our full service design firm offers the following services and products:

Interactive website design and redesign

Web Application development

Domain and hosting

HTML Five Development

Logo Design Bootstrap Corporate Identity, Branding

Web hosting

Online marketing

Social media optimization

Search engine optimization

Pay Per Click (PPC) Management

Banner Ads, Brochures, Illustrations, Custom Design

Ecommerce solution

Mobile app (Android phone, Windows phone, iphone)

CMS (Drupal, Wordpress, Magento, etc)

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Data Entry

Why You selected us?

We are Professional, Trustworthy, and Reliable and offer Quality Service Experience and a Quick Turn. If you are interested, then I can send you our past work details, company information and an affordable quotation with the best offer.

Can I know in which Service are you interested in?

PROFESSIONAL TRUSTWORTHY RELIABLE QUALITY SERVICEHave A Great Day!

Best Regards,

STREET ----

PROFES HARRY THREE

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Developing Relationships

It's all about that personal connection

- A
- An initial in-person meet-up is crucial for moving the relationship forward
- B
- Conferences: GDC, PAX, IndieCade, Gamescom, etc.

Local Meetups: IGDA Chapter, Meetup.com, Universities, etc.

Make sure you follow-up with them!



Non-Agressive Networking

How to not shoot yourself in the foot



- Don't into <u>any</u> situation expecting or trying to get a gig
- Approach people with the mindset of just making a new friend
- Developing a relationship might take a year or two
- Walk away with 2 meaningful connections this week, not 50 random business cards

Locking it Down



Making a Bid

Your chance to sell yourself to a developer

COVER LETTER: introduce yourself

CREATIVE & TECHNICAL PROPOSAL: set yourself apart

COST BREAKDOWNS: give specific pricing information



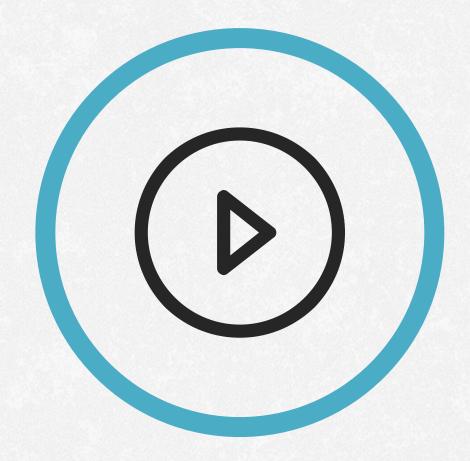
Ask Questions

Knowledge is power!



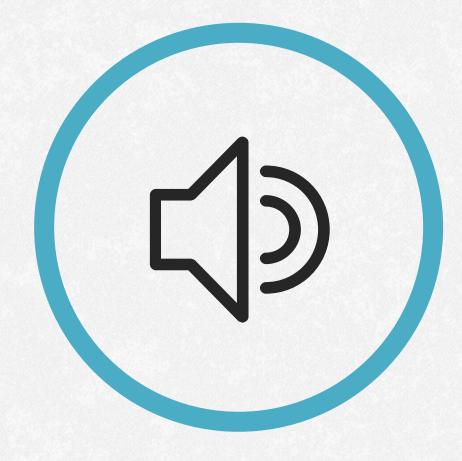
Studio Questions

Learn everything you can about the people you'll be working with.



Game Questions

Get to know as much as you can about the scope an scale of the project.



Audio Questions

Find out if they have a preconceived idea of what they're looking for.



Budget Questions

Try and find out how much they are willing to spend on audio or the entire game.

Studio Questions

Get to know the people

How big is your team?

What's your team breakdown?

Is everyone full time?

How long have you been around?

Past projects?

Do you have a physical location?



Game Questions

Learn about the scope of the project



Platform?



Development cycle length?



Timeline for audio AND ship date?



Story?



Gameplay length?



Characters?



How many levels?



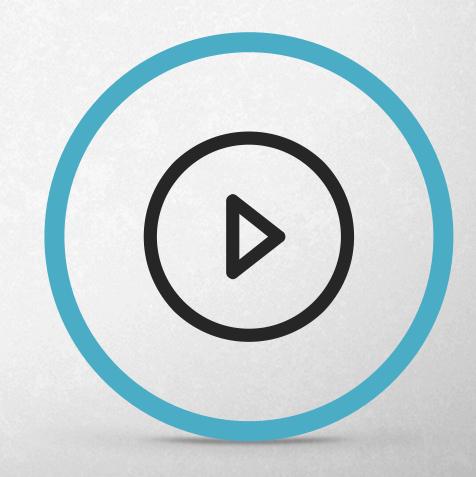
Core mechanics?



Influences?



Do you have a publisher?



Audio Questions

Find out about what they have in mind

A Musical style?

Minutes of music/amount of sound?

C Interactivity?

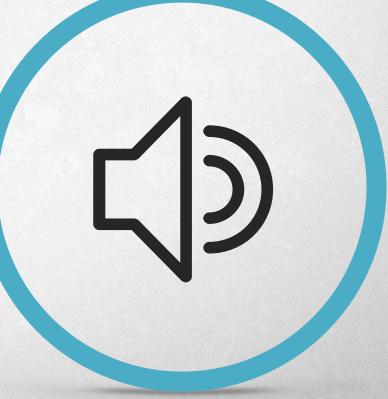
Middleware?

Implementation services?

E Live players?

Work for Hire or License?

Cut scenes, trailers, etc.



Budget Questions

See if you can get them to share a number



"Do you have a general range that you're looking to keep audio costs in?"



"What's the estimated budget for the entire game?"



"Would you like breakdowns for both Work for Hire and License deals?"



Making a Bid

Your chance to sell yourself to a developer

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CREATIVE & TECHNICAL PROPOSAL: set yourself apart

COST BREAKDOWNS: give specific pricing information



Cover Letter

Introduce yourself

- Express excitement about the project
- Tell them what's in the following proposal
- B Introduce yourself
- Thank them and tell them to reach out if they have any questions



Creative-Technical Proposal

Propose your ideas for the game that set you apart



B Your ideas for the music

Your ideas for the sound

Your ideas for the implementation





Selling the Experience



Purpose of a Contract

Key elements in all contract types



Who owns the copyright?



How much are you getting paid?



What is being delivered?



What are the developer's rights?



What are the delivery milestones?



What are your rights?

Audio Style Guides

Communicating with examples



In-depth concept discussion & request tracks devs have in mind



Send devs tracks based on this discussion



Get detailed feedback on the tracks (likes/dislikes)



Clear Communication

Find a common language to communicate in



Don't use musical or technical terminology

Any little bit of art helps!

B Use mood, emotion & narrative



What do you want the player to feel?

To Summarize...

What did we talk about?

Finding a Project

- ▶ Returning, Referrals, Recognition, and...
- Relationships
- Cold calling kind of sucks

Locking it Down

- ▶ 1. How much work? 2. What type of experience?
- Ask the right questions
- ▶ Bids: Cover Letter, Proposal, Cost Breakdown

▶ Selling the Experience

- ▶ Email me for our contracts
- Give style guides a try
- ▶ What do you want the player to feel?





Richard Ludlow

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Feel free to email me for copies of the agreements.