How to Consistently Make Profitable Indie Games

Ryan Clark
Founder, Brace Yourself Games

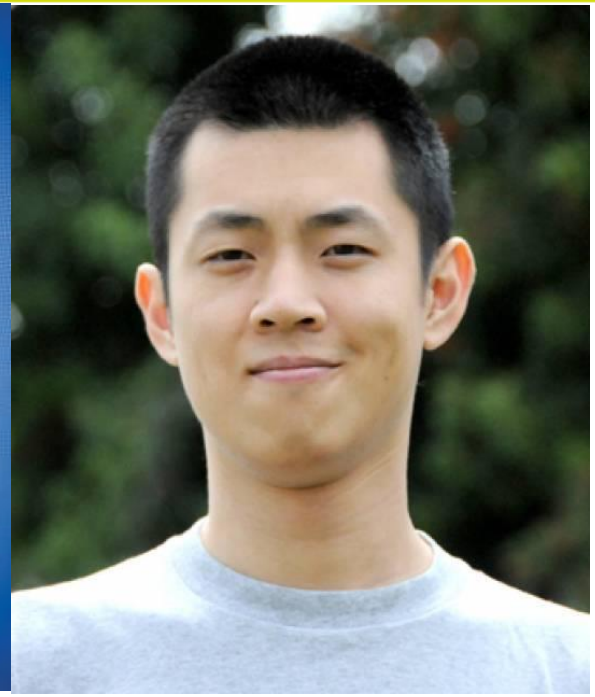
游戏开发者大会•中国
GAME DEVELOPERS CONFERENCE CHINA
SHANGHAI INTERNATIONAL CONVENTION CENTER
SHANGHAI, CHINA · OCTOBER 25-27, 2015

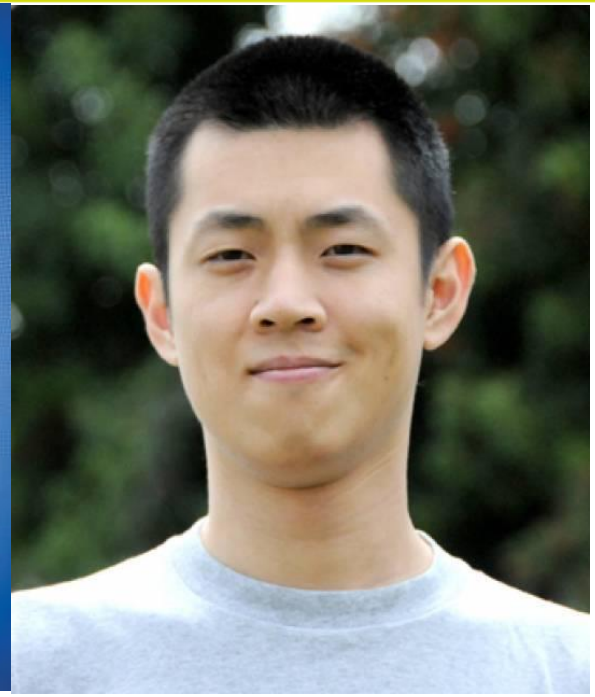
OUTLINE

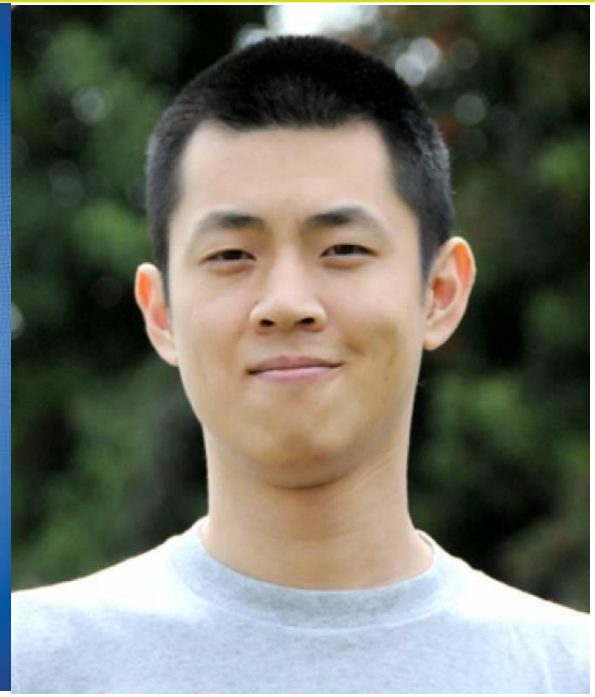
- Who am I?
- Strategy Overview
  - Hooks
  - Market Analysis
  - Promotion
- Other considerations:
  - Early Access
  - Indiepocalypse?
  - Why are games even fun?
  - Miscellaneous tips
- Conclusion

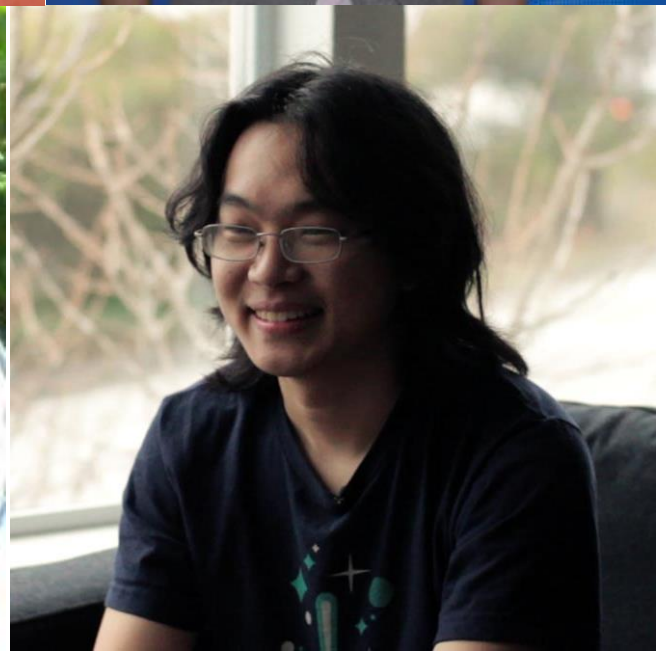
AND WHO THE HELL
ARE YOU??

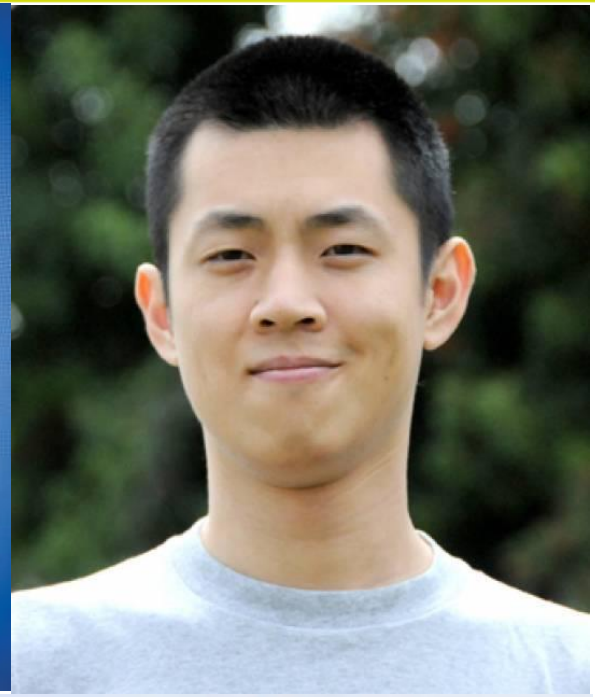
CRYPT
OF THE
NECRODANCER

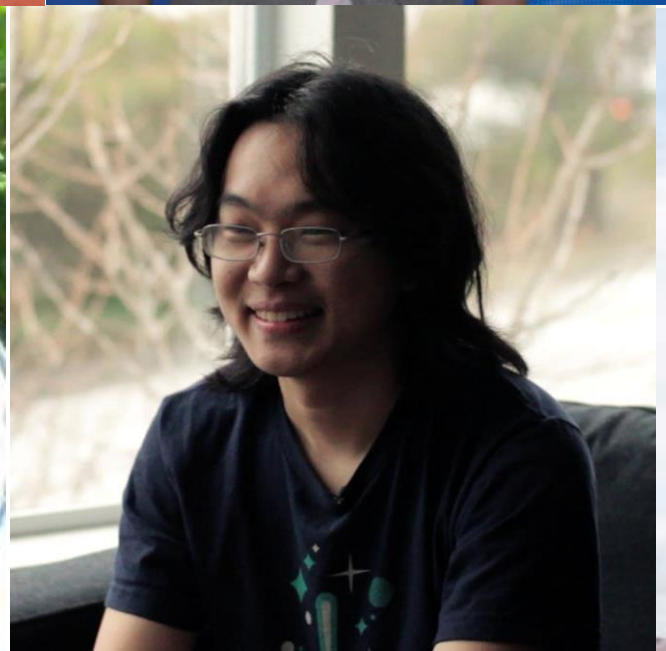












CRYPT
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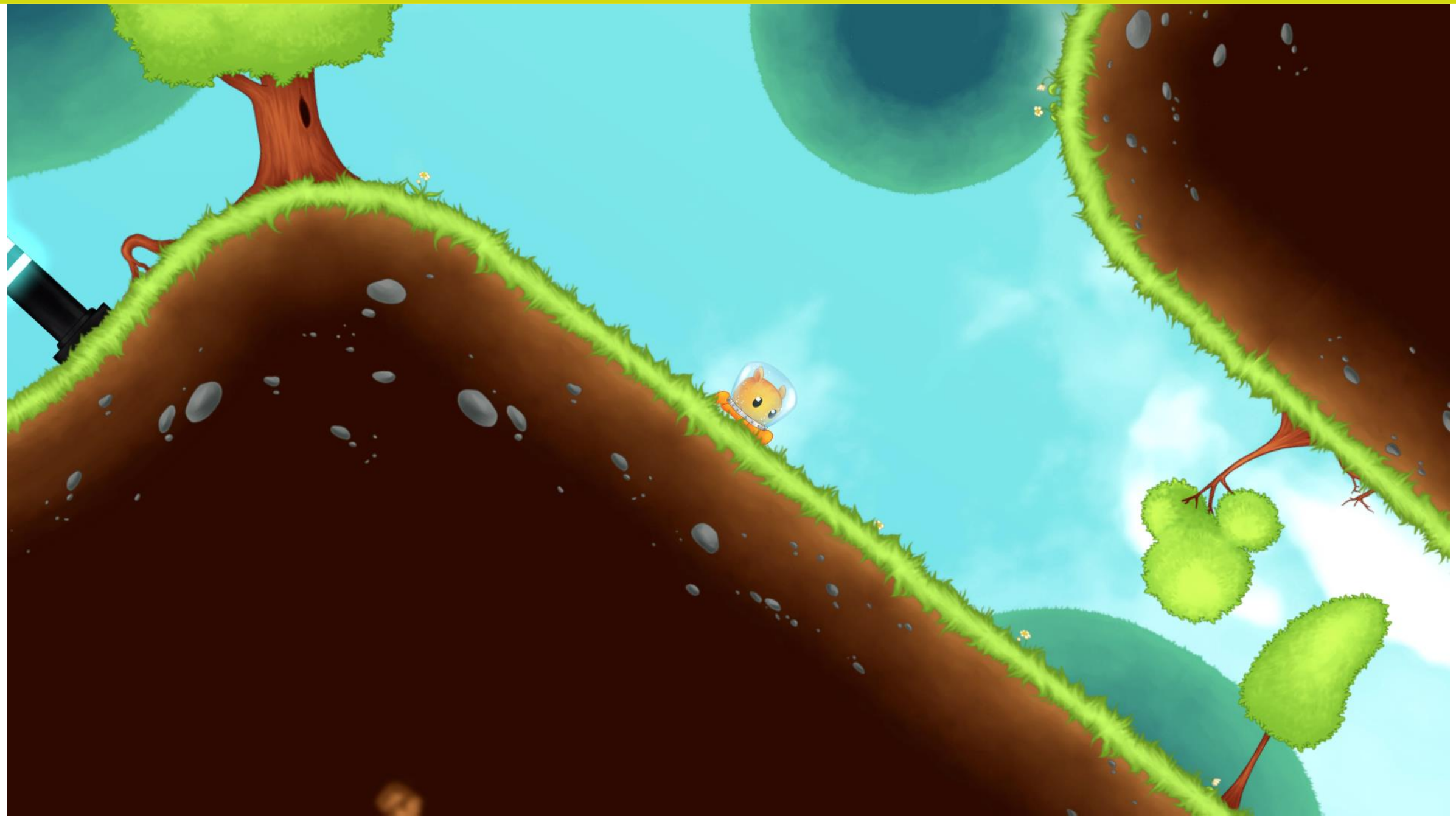
INCREDIBOTS

MY
TRIBE

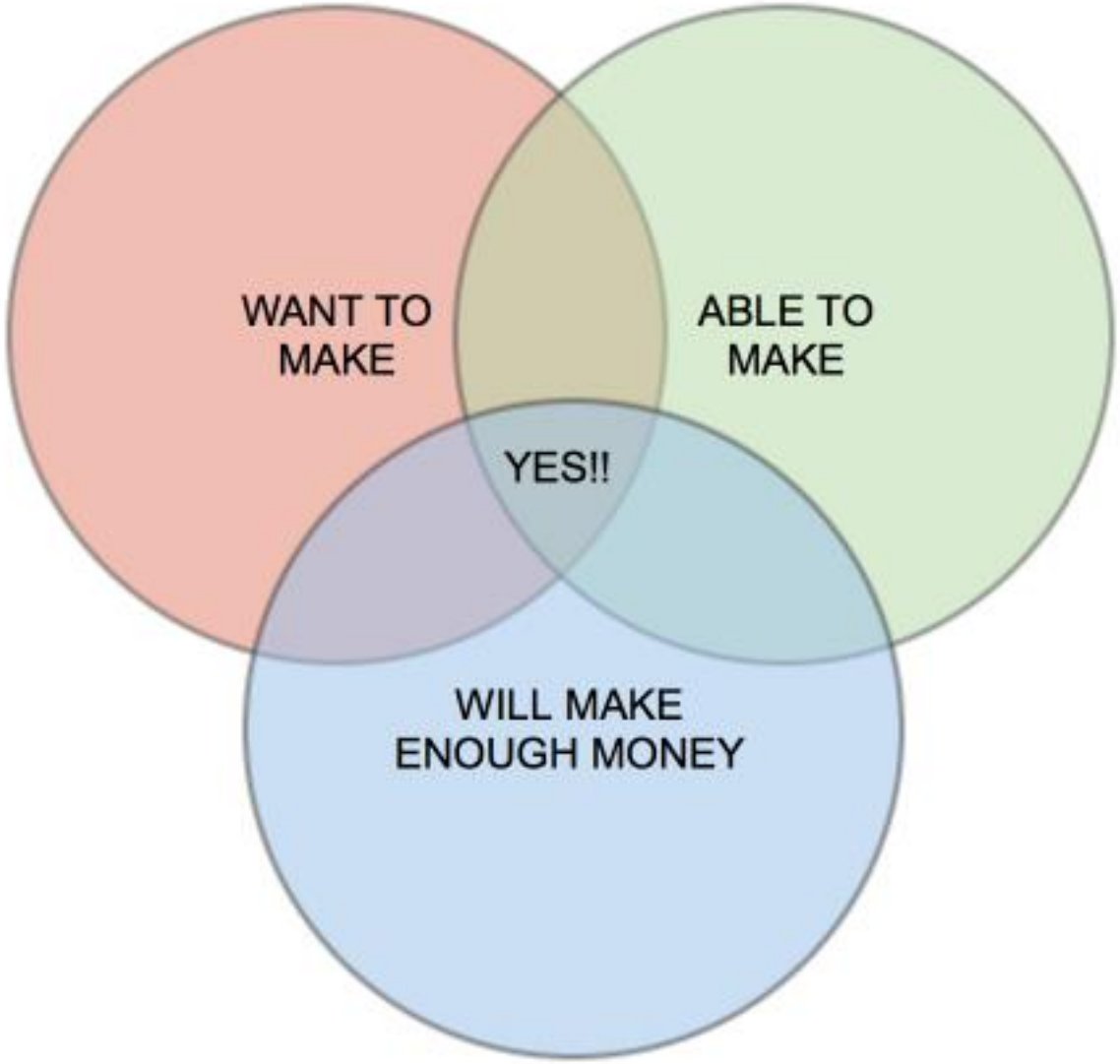
Welcome, PLAYER1!
Change User
PROFESSOR FIZZWIZZLE
Play Now!
Custom Levels
Photo Gallery
Level Editor
The Story
Instructions
Credits
Options
Exit

INCREDIBOTS 2
Play!

fizzBALL



FULL TIME INDEPENDENT GAME DEVELOPMENT IS… FUN?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YES!!
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Hooks

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SELECT
START

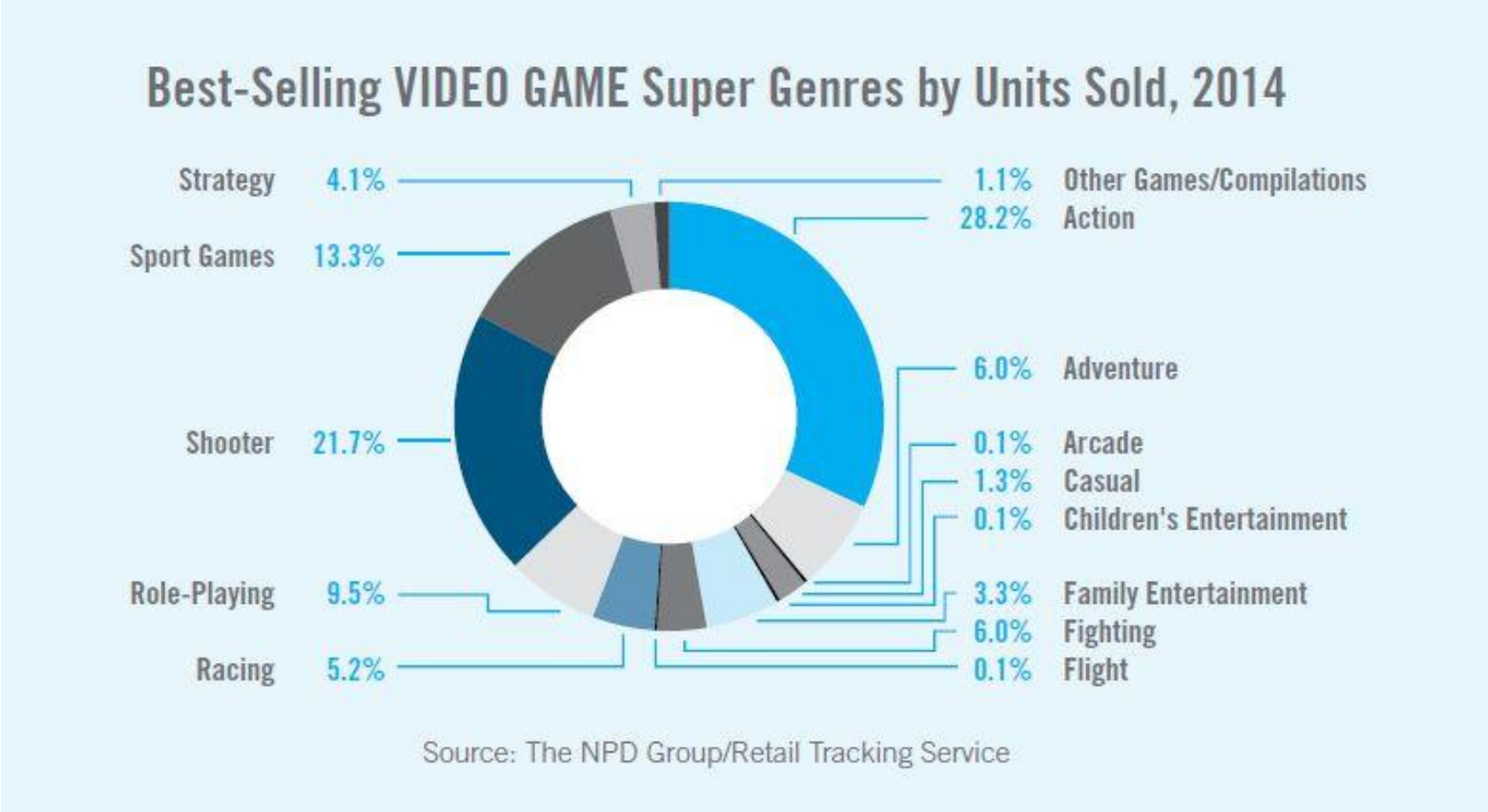
Darkest Dungeon™
plague doctor
www.darkestdungeon.com

YouTube

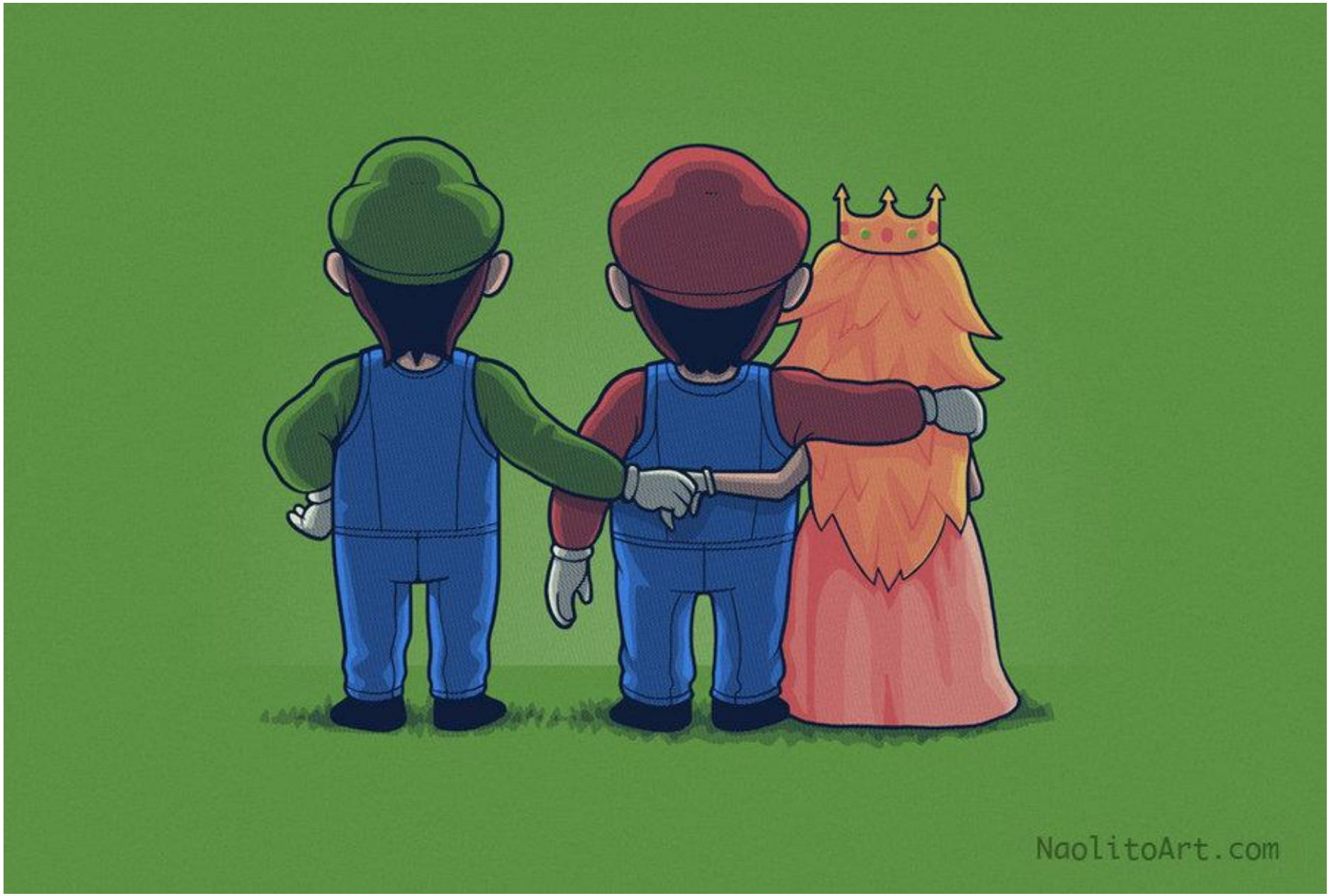
twitch

Market analysis is fun!

If you are not confident in being able to explain why the hits hit and why the others did not, ***you shouldn't be confident about your game's chances either.***



Don’t look at charts like this! They are too general to be helpful.
Instead, look at the SteamSpy results of games similar to yours.


NaolitoArt.com

RHYTHM + ROGUELIKE = PROFIT?

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LOVE + LOVE = GUARANTEED SALE!

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HATE + LOVE = NO SALE

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LOVE + HATE = NO SALE

Gravity
Ghost

1. Check for owners.

steamspy.com

steamspy in association with gamesindustry.biz

2. Take bundles into account.

Humble Bundle

3. Take steep sales/discounts into account. (Check a site like steamdb.info)

4. Account for platform holder fees, taxes like VAT, estimated budget, and rev shares.

Fad or hole in the zeitgeist?

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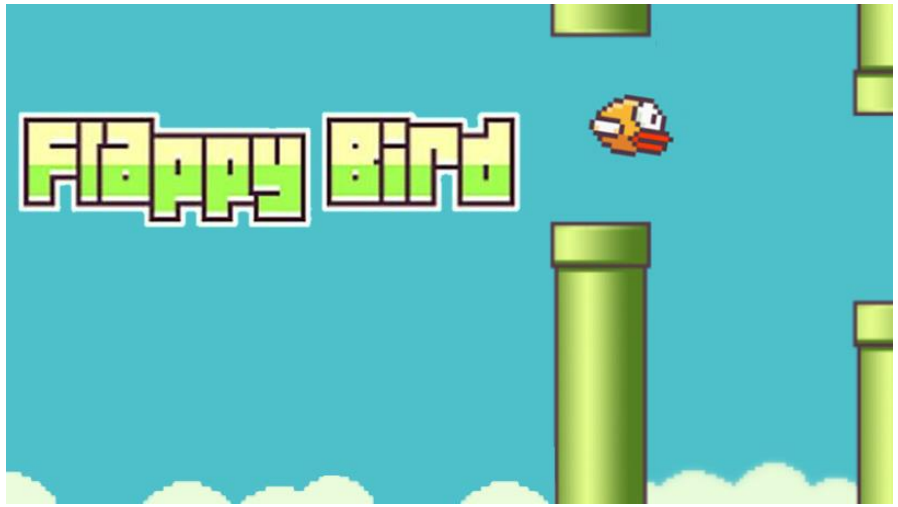
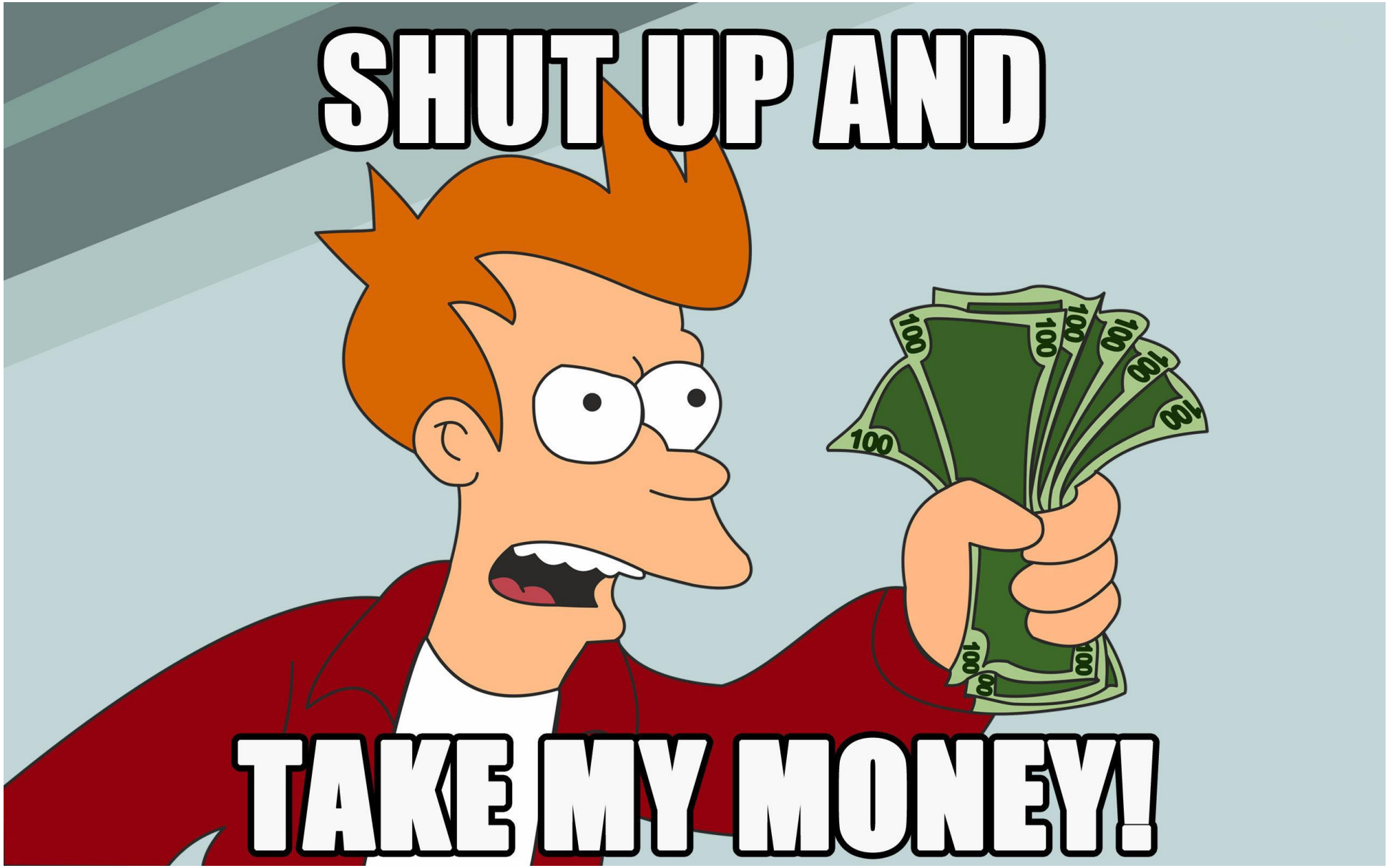


Promotion

(Promoting your game doesn’t have to feel like this!)

Make sure you have a design that can be described in a compelling way via text and trailers!

Test your hooks! Teaser trailers, conventions, streams, anything!


SHUT UP AND
TAKE MY MONEY!

Awards, accolades, and quotes are very useful!

Other promotion tips:

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- Give people a human angle
- Conventions are great, but your booth needs to stand out!
- Still some luck and timing involved – MegaDancer mod
- Don’t blame “poor marketing”. A game needs to market itself. Any additional promotion you can pull off is bonus.

You need a sweet trailer!

TRAILERS ARE KEY!!!

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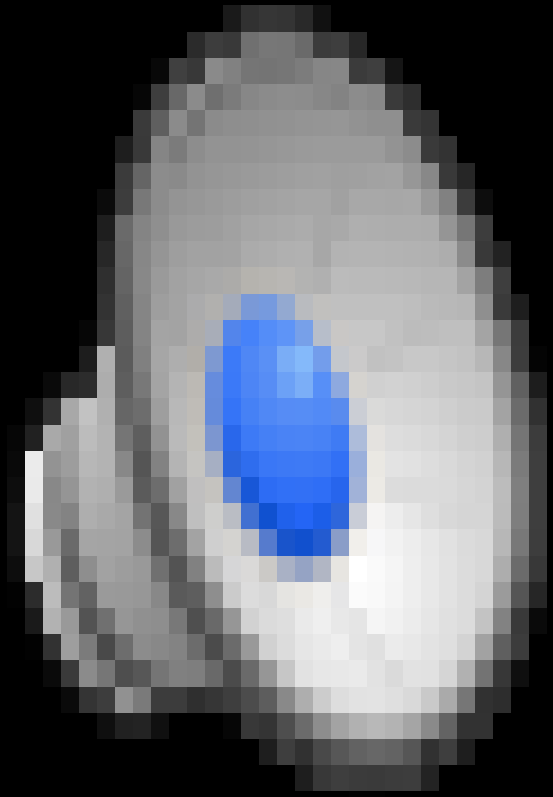
- Be creative
- Hire a professional (we use http://mwiebe.com/)



Ideas are a dime a dozen?

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- Has great hooks,
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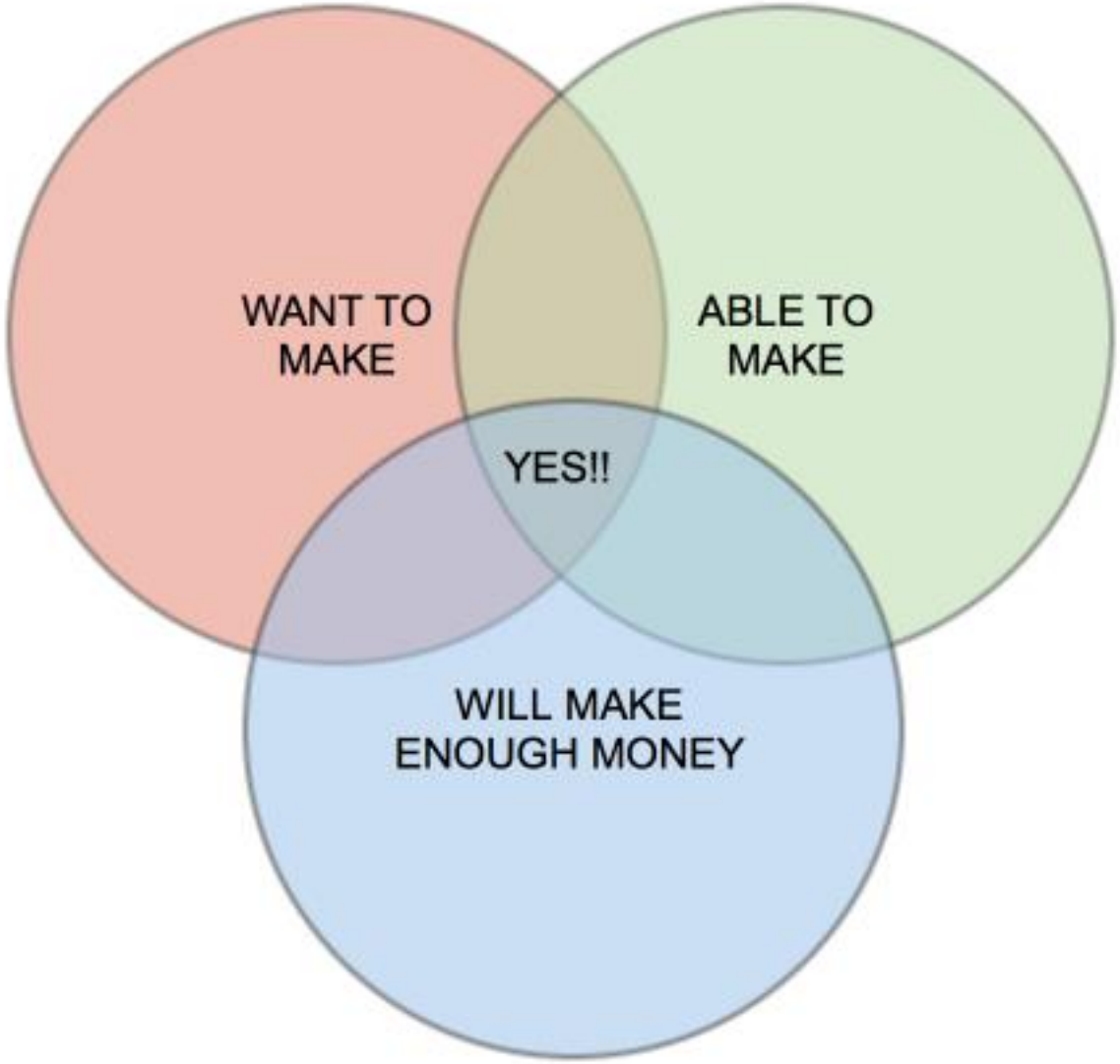
- Will be easy to promote,
- Is something that you are excited to make, and
- Is something that you have the skills and resources to make

Be honest with yourself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ABLE TO MAKE
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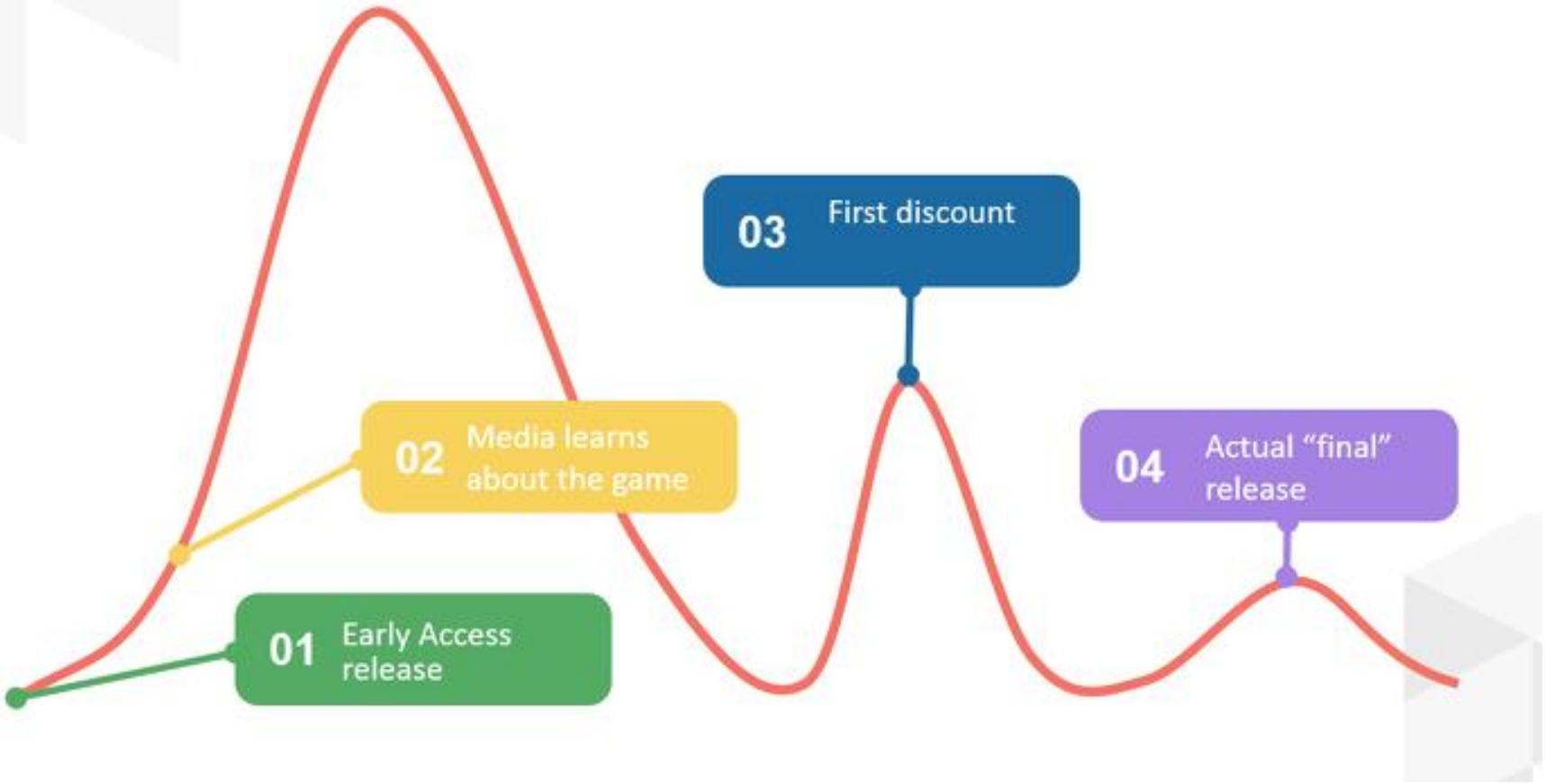
WILL MAKE ENOUGH MONEY

Other Considerations!

Early Access?



Indiepocalypse?

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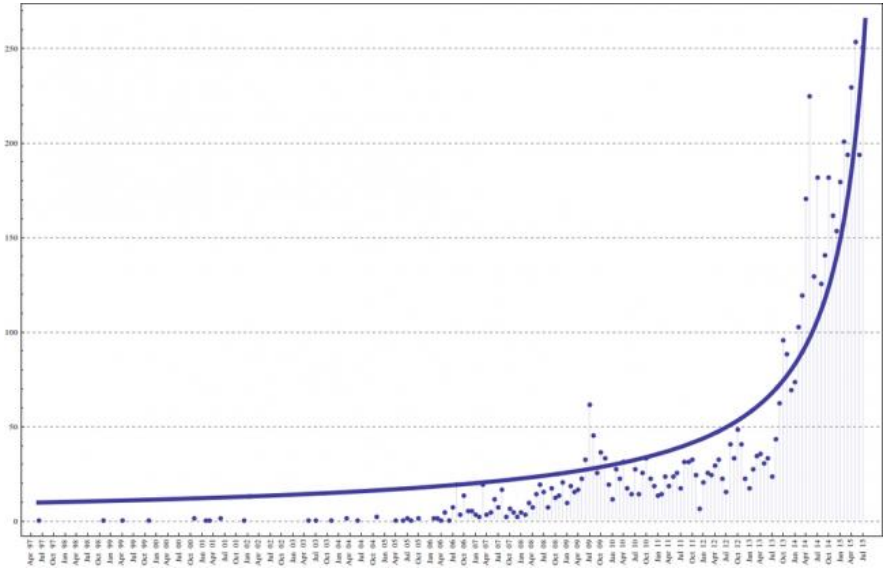

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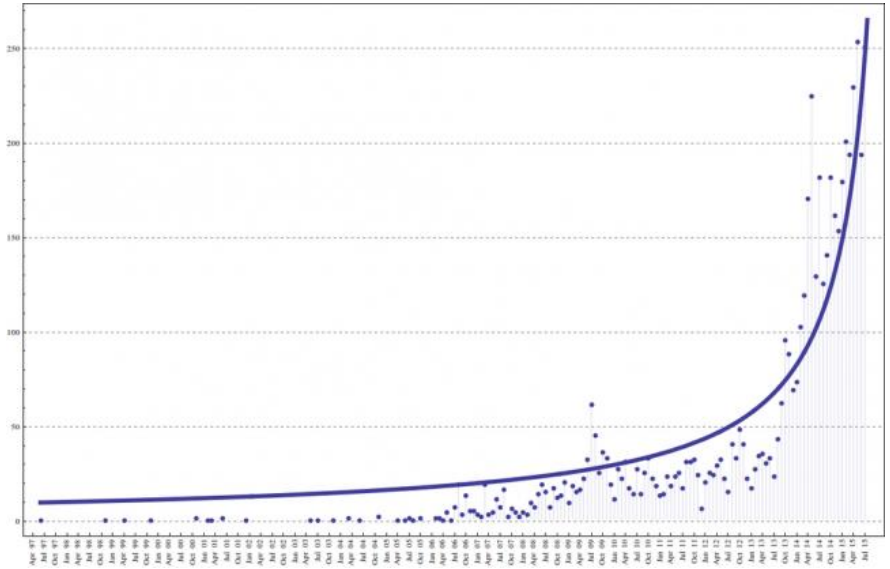

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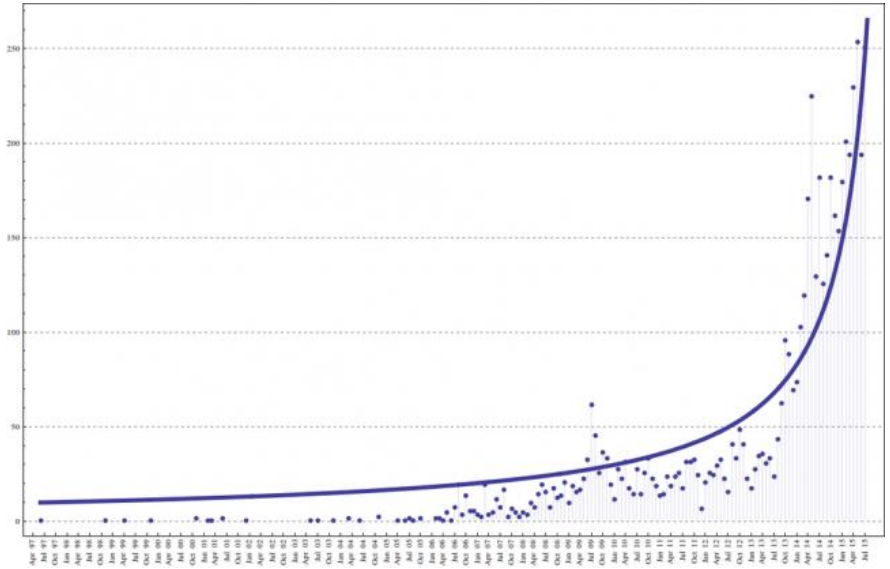

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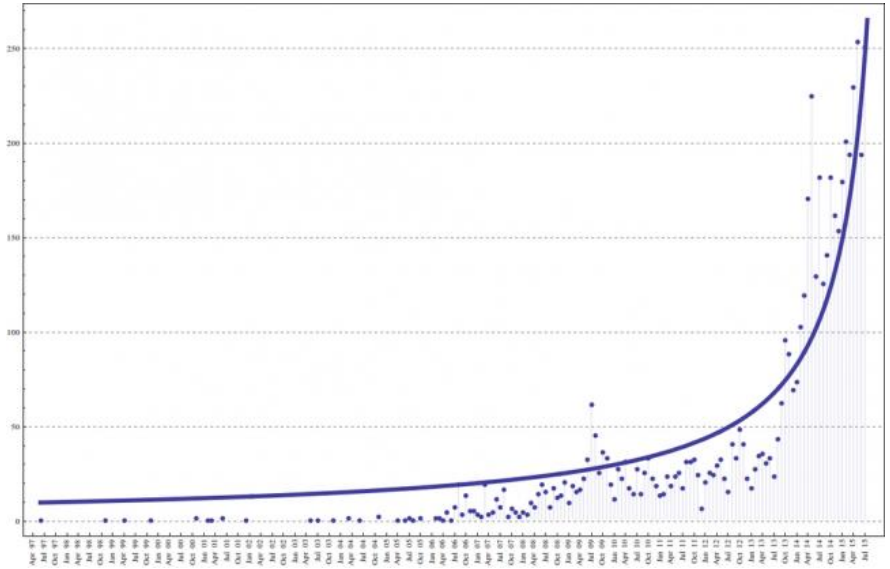

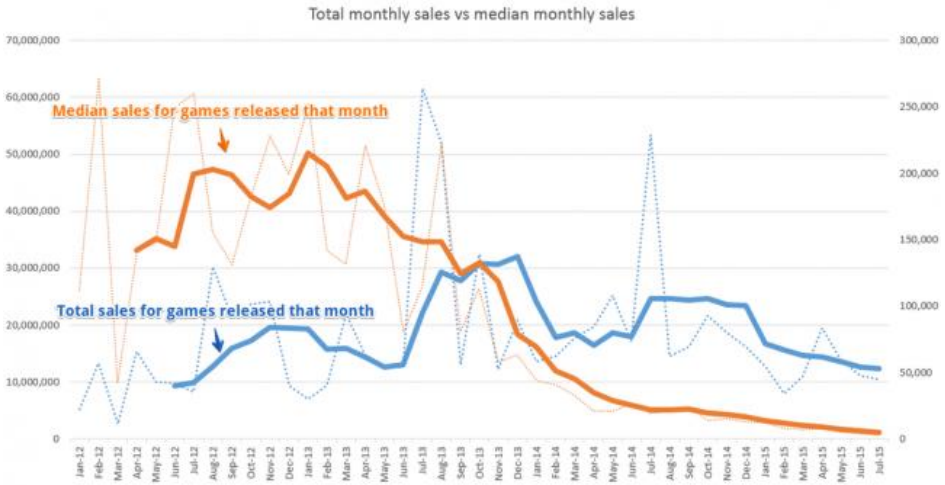

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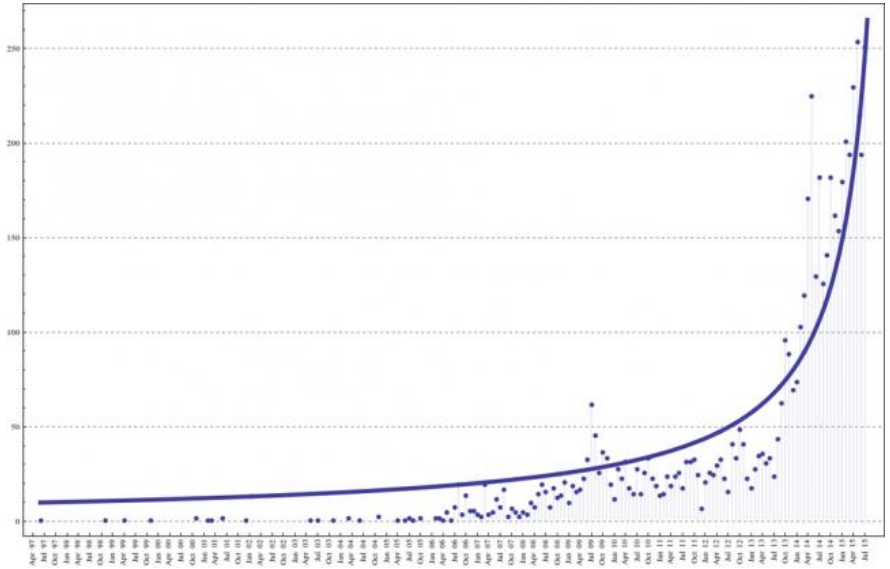

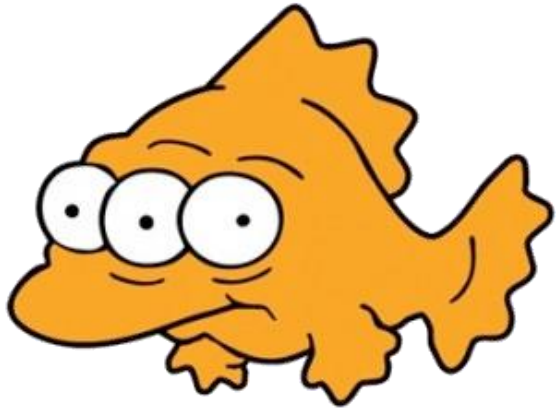

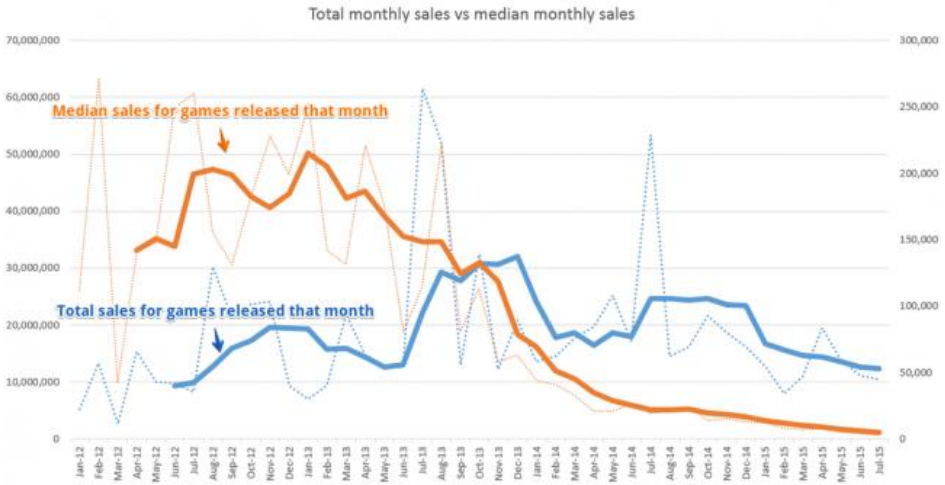

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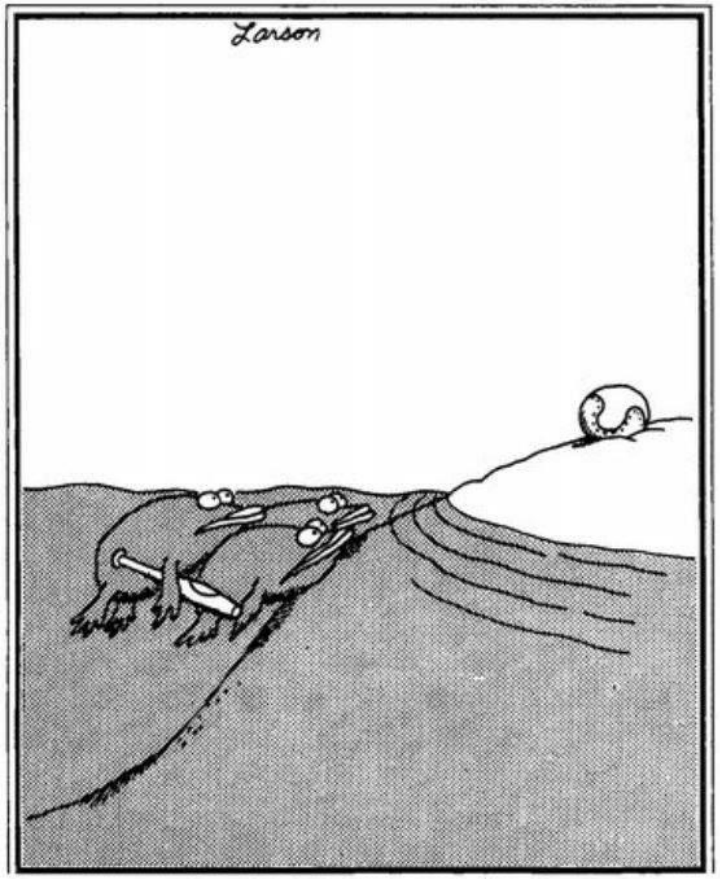

Great moments in evolution

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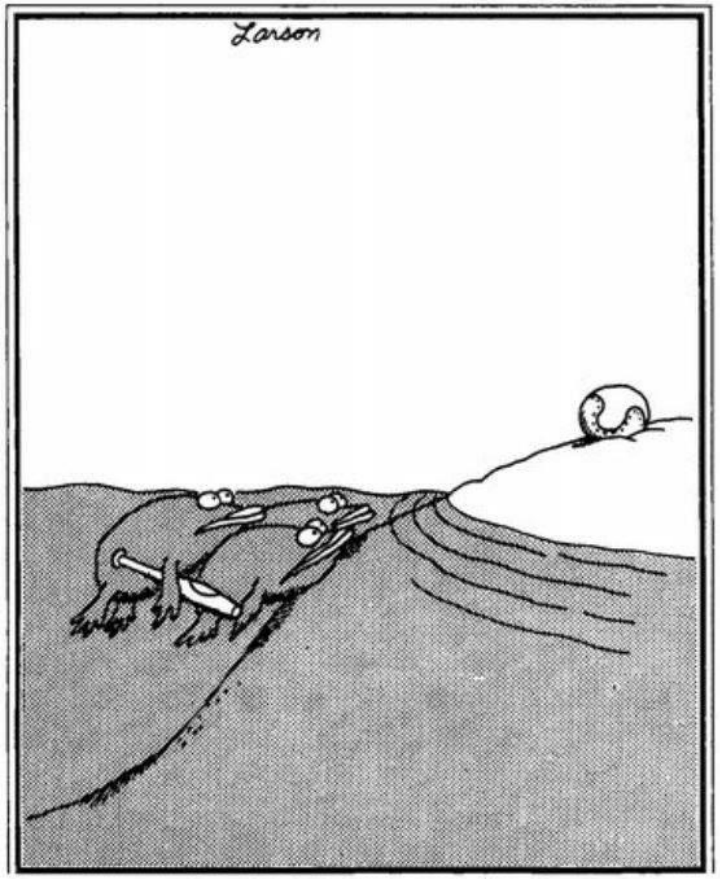

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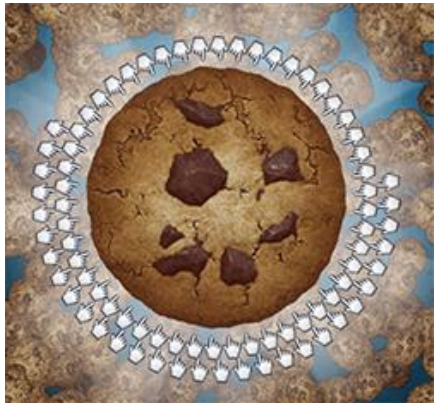

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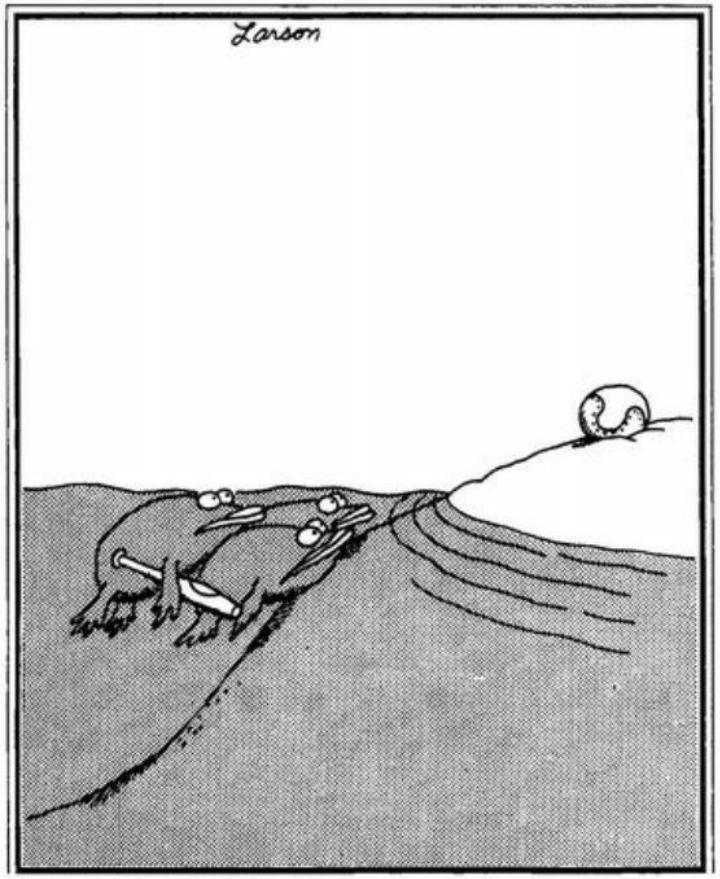

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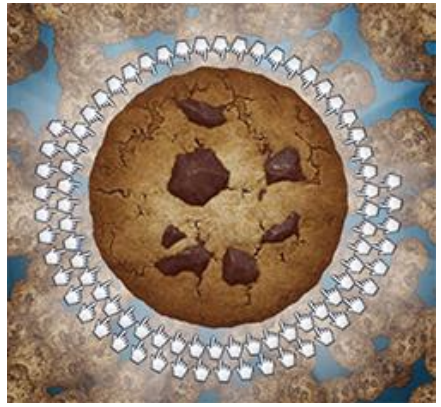

Miscellaneous Tips

Conclusion

FULL TIME INDEPENDENT GAME DEVELOPMENT DOESN'T HAVE TO BE LIKE THIS!

Thank you!

Ryan Clark
http://braceyourselfgames.com
Twitter: @braceyourselfok