# More TTRPG Designers Should Steal These Business Tips

From a Virtual Assistant who is also a TTRPG enthusiast!



### Who am !?





Stevie Schafer / Ashta Felix

## 7 YEARS



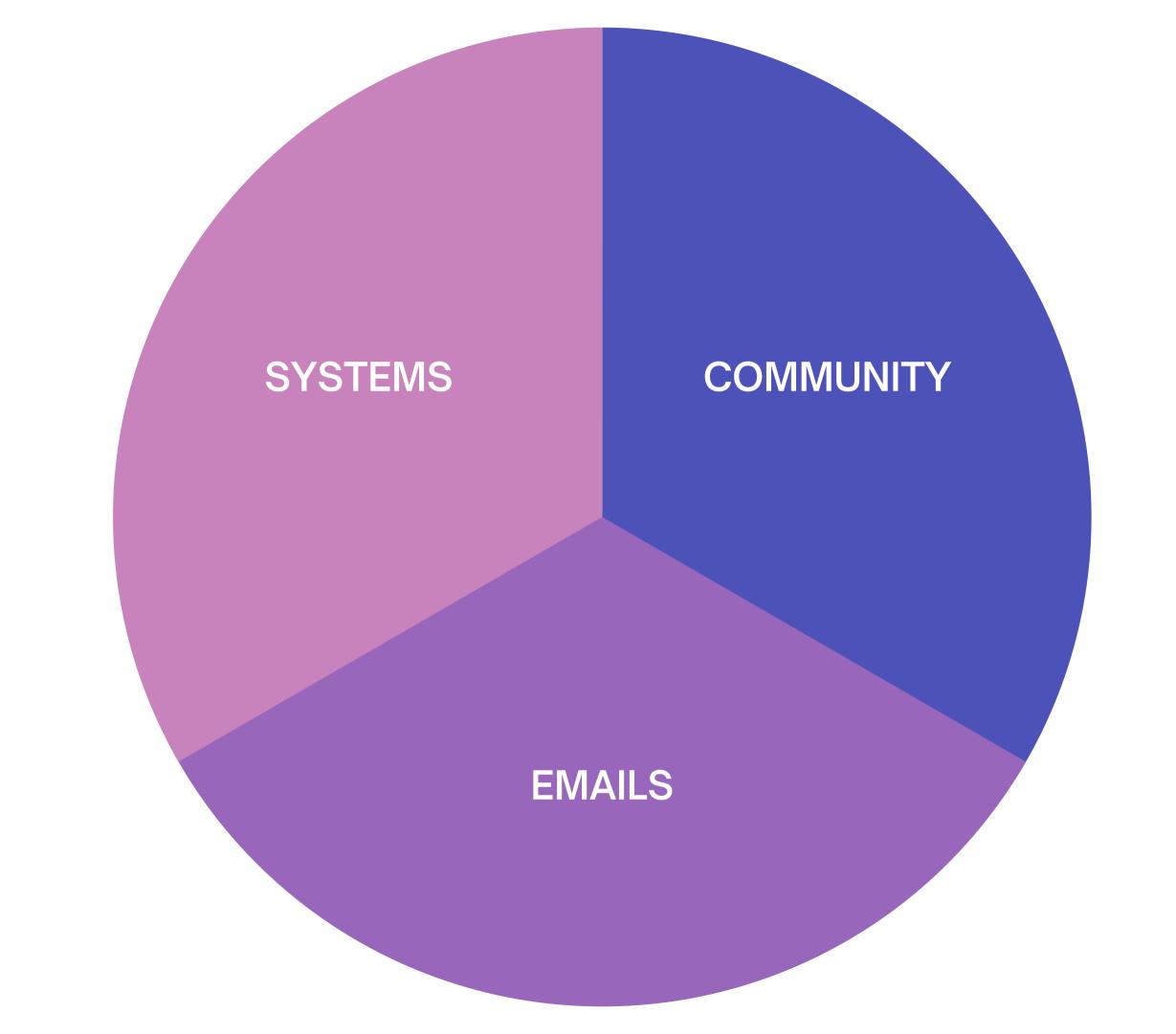
MELBOURNE LGBTQIA+ TTRPGS FACEBOOK COMMUNITY



facebook.com/groups/melbqueerttrpgs



# WHY I'M HERE

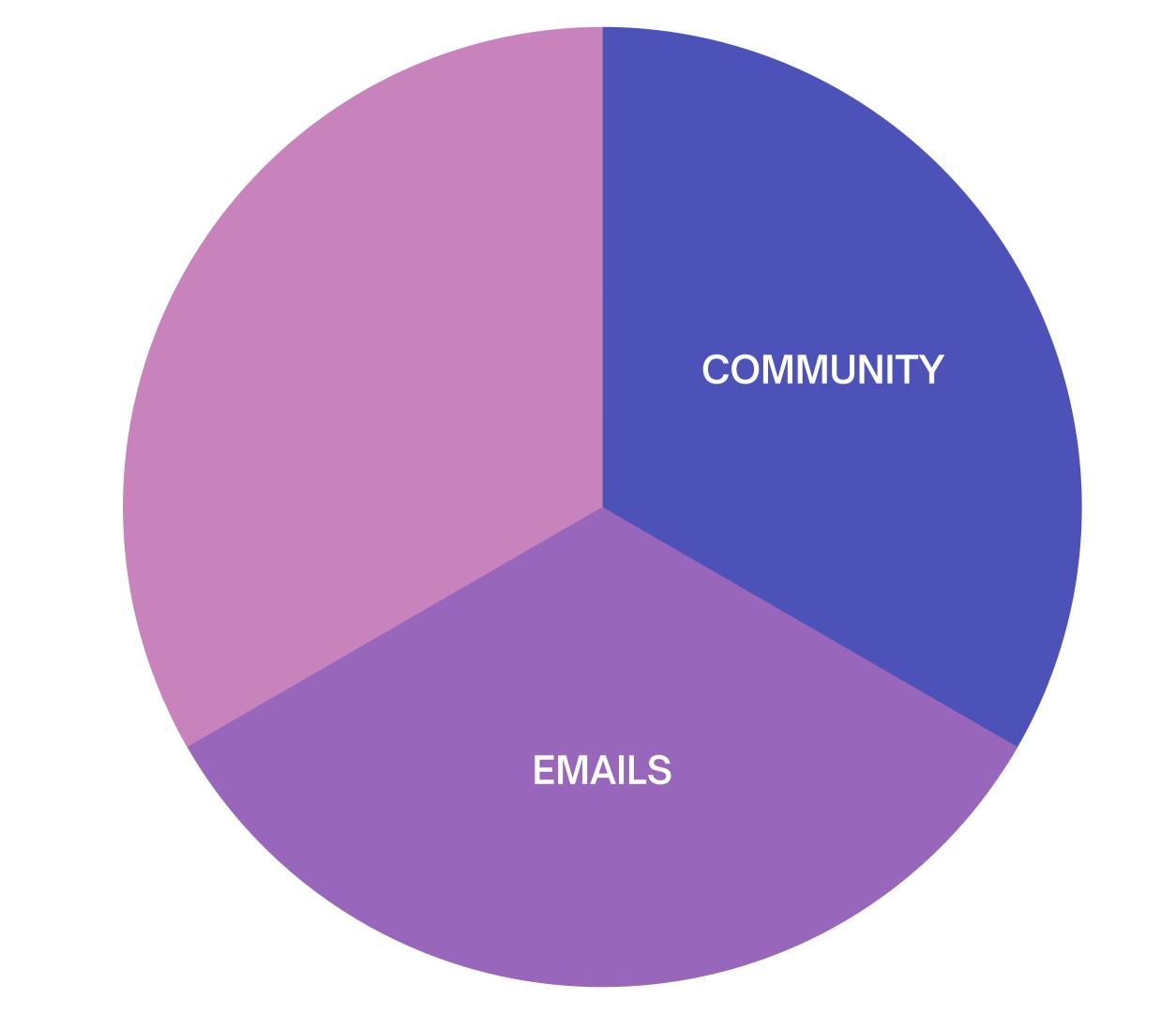




# Community

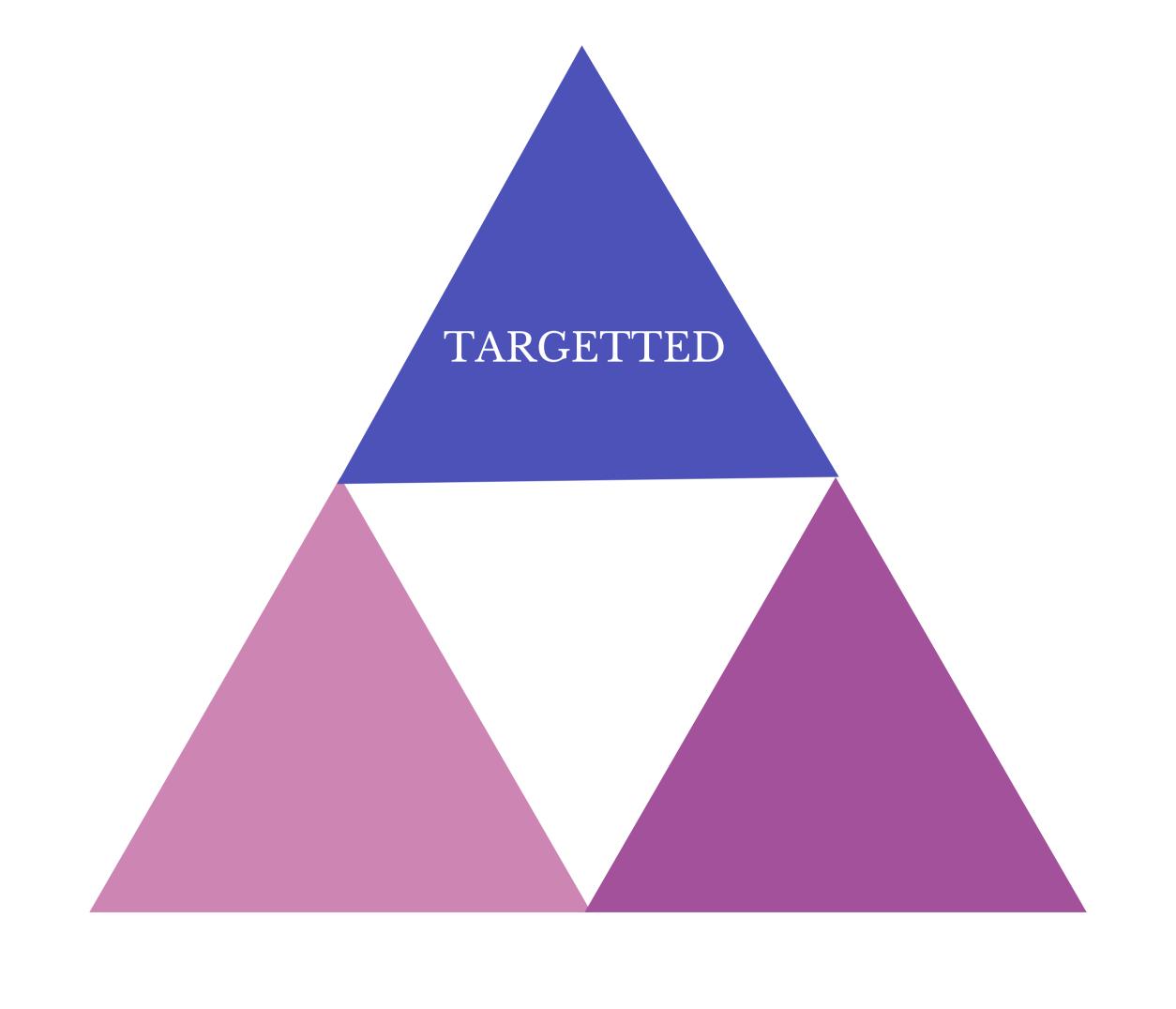
### KLT FACTOR

People are more likely to "buy" your products if they know, like, and trust you.



## EMAILS





### REACH YOUR AUDIENCE

In 2021, 77% of marketers reported seeing more engagement with email over the past year.

#### Sources:

Not Another State of Marketing Report 2021, <u>Hubspot</u> State of Email Report, Fall 2020, <u>Litmus</u>

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### REACH YOUR AUDIENCE

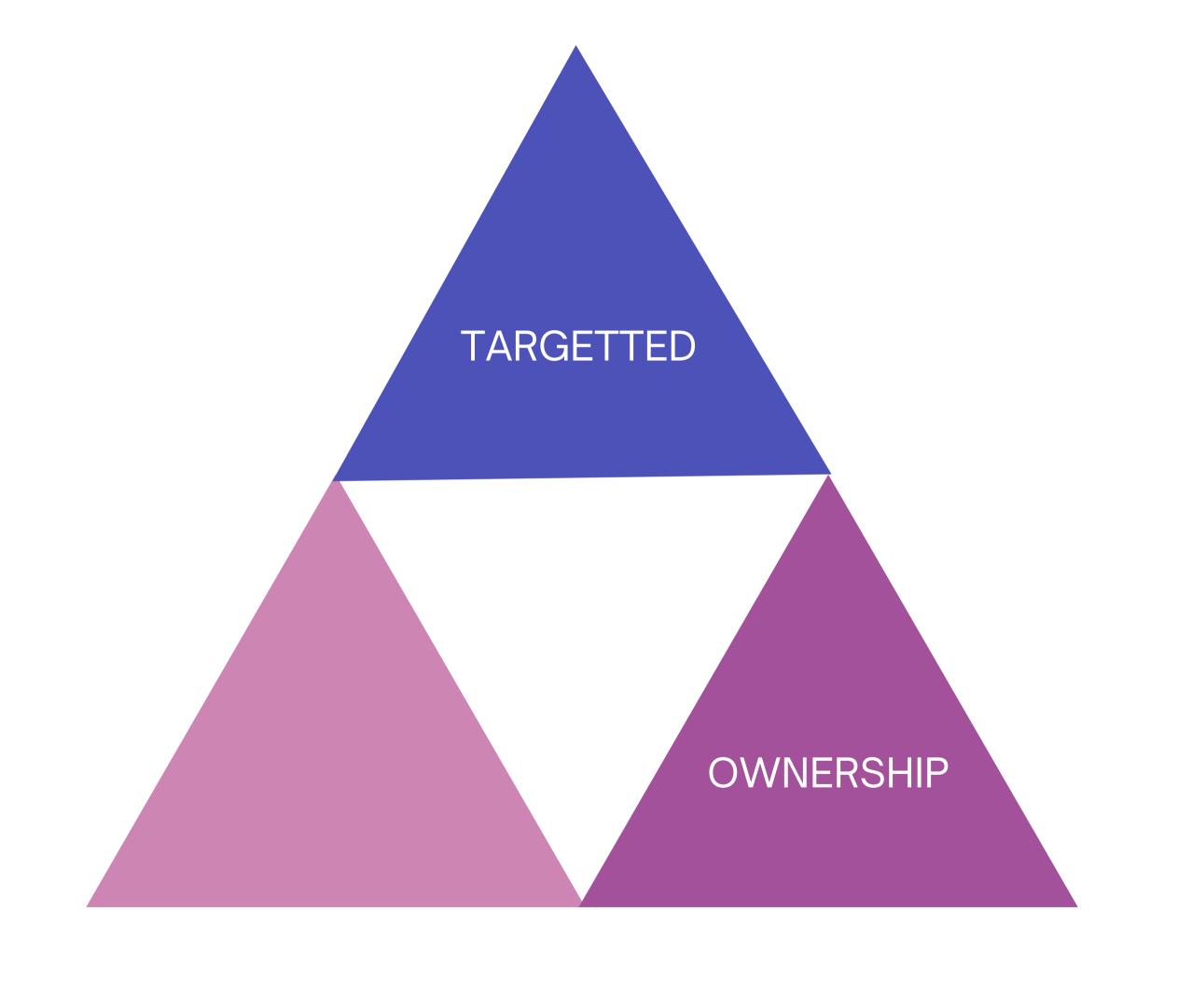
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Marketers this year are sending less weekly emails than last year, but prioritizing segmentation, personalization, and automation.

4 out of 5 respondents said they'd rather give up social media than email marketing.

#### Sources:

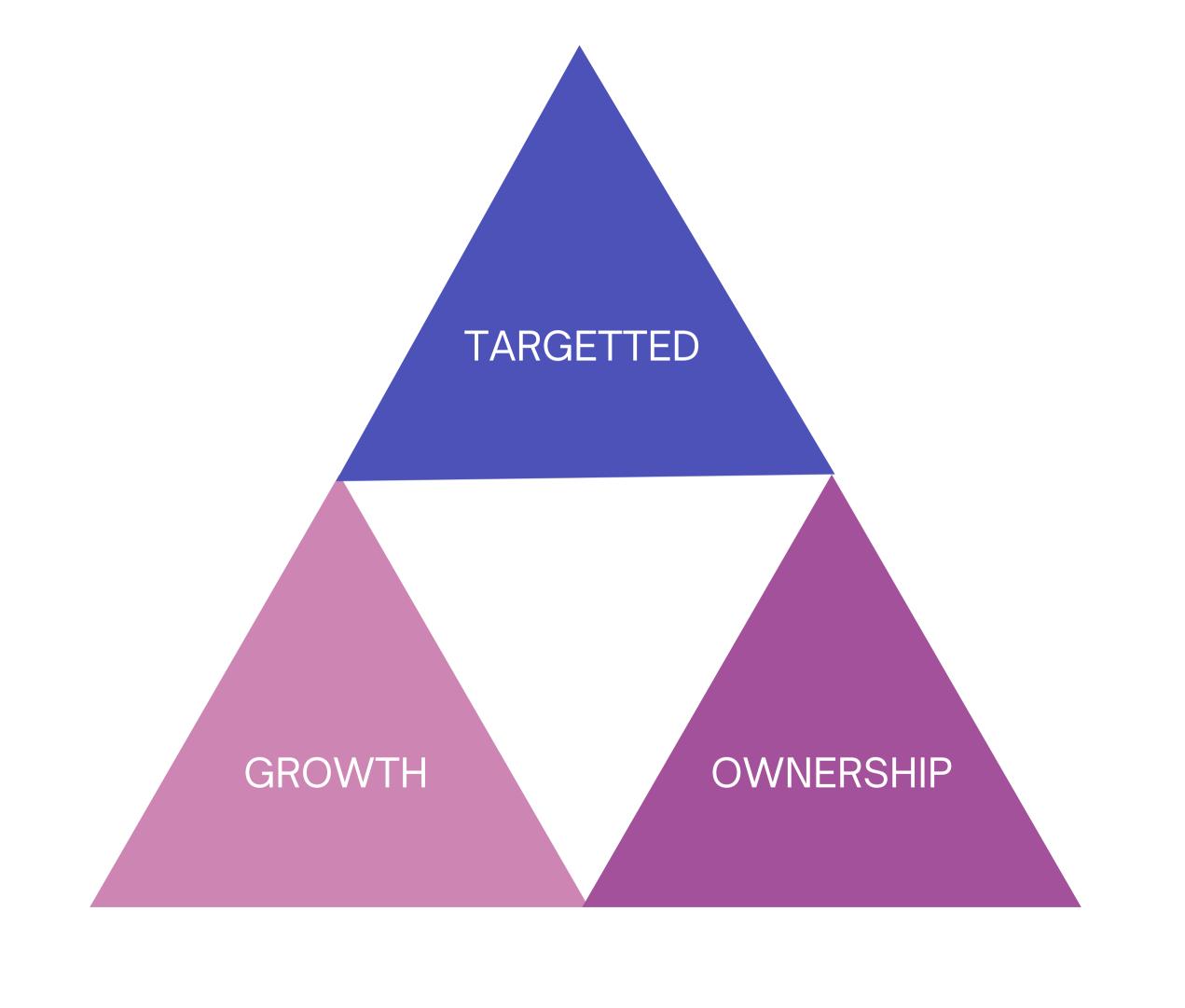
Not Another State of Marketing Report 2021, <u>Hubspot</u> State of Email Report, Fall 2020, <u>Litmus</u>





"With platforms like social media, you don't own your contact list or even the information you post. Typically, the content and your follower list is owned by the social media platform."

https://blog.hubspot.com/marketing/benefits-of-email-marketing?toc-variant-a=



# PROMINENT CALL TO . ACTION

Let's have a look inside Iskandar City Sourcebook 5E!  $\, \supset \,$  Inbox  $\times$ 





Buy Now - Just \$3.50!

#### Explore a wondrous new city in this sourcebook for the world's greatest roleplaying game!

Iskandar! City of the Shining Spires! Where merchants are masters and coin is king, but thieves and assassins rule the night. Where gods and priests walk side by side even as unspeakable wealth peers down upon crushing poverty. Where guilds and great houses spar for political supremacy while fiendish hordes muster just over the horizon. Iskandar! Home to all that is wondrous, noble, and laudable, and to all that is lewd, wanton, and vile. Welcome to Iskandar, the greatest city in the world!

*Iskandar City Sourcebook* offers an in-depth description of this superb new fantasy city. Alongside the setting lore, this guide is **packed with content** (such as races, subclasses, and encounter tables) that can be used in any Fifth Edition game.

Following are a few sample pages...

Over 100 pages of content!

#### CONTENT PREVIEWS

#### Over 100 pages of content!

Welcome to Iskandar!	5	Province	43
Using This Book	5	City Districts	45
Five Things to Know	6	City Map	40
Adventurers in Iskandar	7	Harborside	
Races	7	Important Locations	
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Vantr		Adventure Seeds	
Vatborn		Miscellanea	
Cleric	13	Market Square	
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Fighter		The People	
*		Adventure Seeds	
Cinderwood Knight		Miscellanea	
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Currency		The People	
Work and Leisure		Adventure Seeds	
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Calendar			

#### Five things to know about the world



#### **FIVE THINGS TO KNOW**

Here are five quick things to know about Iskandar.

#### A Mighty Metropolis

With over sixty thousand people, Iskandar is indisputably the largest city in the known world, and arguably the oldest. It is a thriving metropolis at the center of world trade, and is especially famous for its marketplace, the Grand Bazaar.

#### Highly Cosmopolitan

People from all over of the world find their way to Iskandar, and the city is a real cultural melting pot. Humans, kith, goblins, vargr, bakrog—all these people and more have made a home here.

#### Throbbing with Sacred Energy

In the world of Iskandar, everything possesses a spirit, a mystical energy that contains its essence and animates its being. Objects, places, creatures—even emotions and ideas—all have their own spirit. The whole world throbs with sacred energy, and so the people of Iskandar recognize many gods.

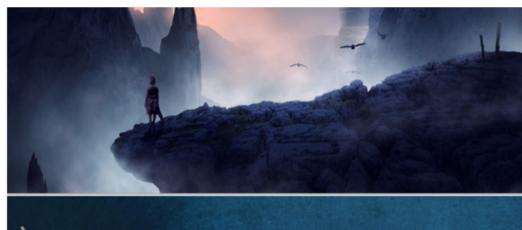
#### In the Wake of an Empire

For much of its history, Iskandar was ruled by the powerful Vendian Empire, which collapsed in a violent civil war. However, the imperial customs, laws, and traditions of Vendia are still evident throughout the city.

#### Facing a Fiendish Threat

Just a few days march from Iskandar is a great, glowing Abyss that opens onto a fiery underworld, far beneath the surface. Fiends from this nightmare pit frequently ravage the surrounding countryside. Twenty years ago, they attacked the city in force, and there are fears they will do so again.

6 +





Buy Now - Just \$3.50!!!

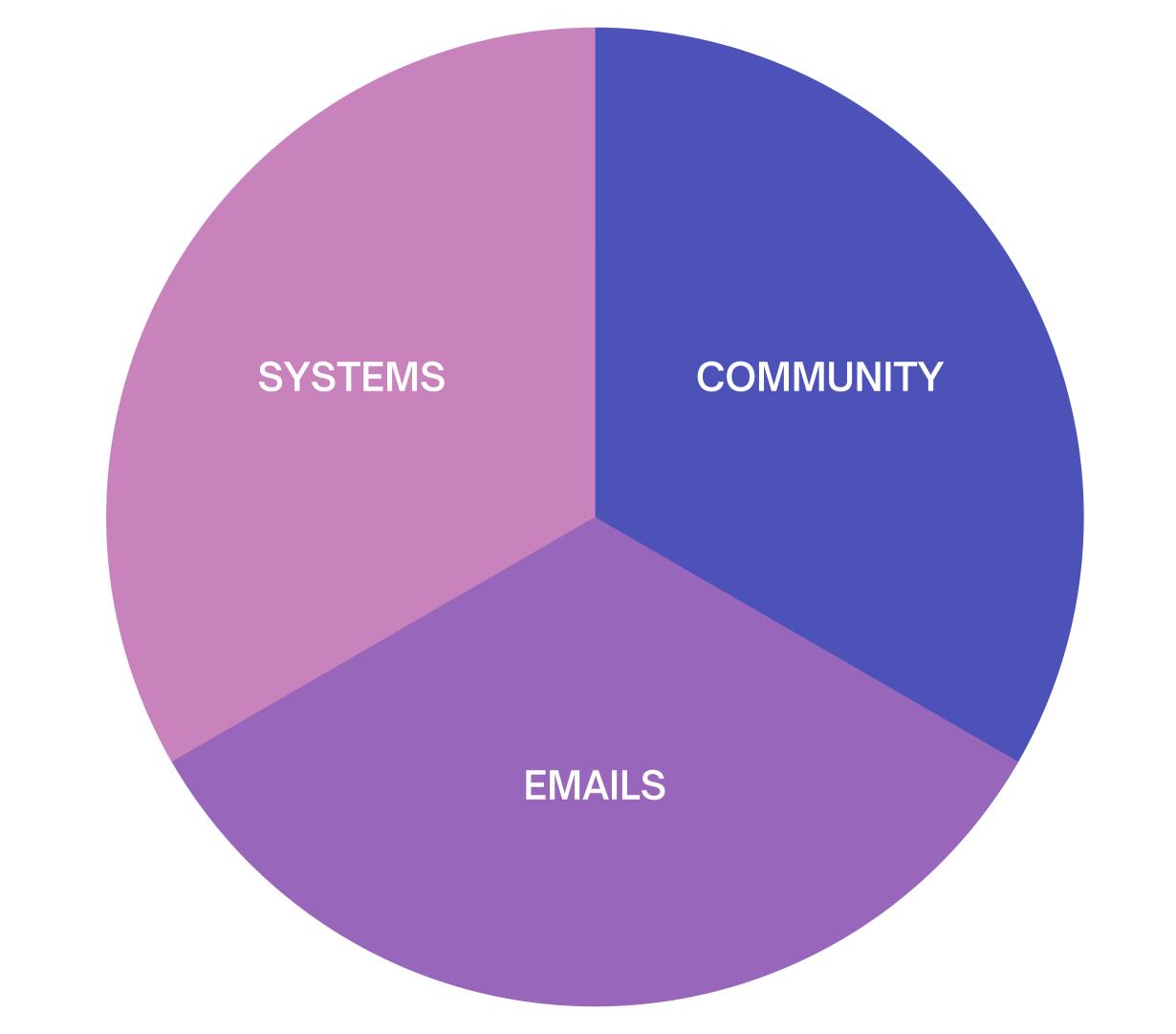
# PROMINENT CALL TO ACTION

Mailchimp

Sendinblue

MailerLite

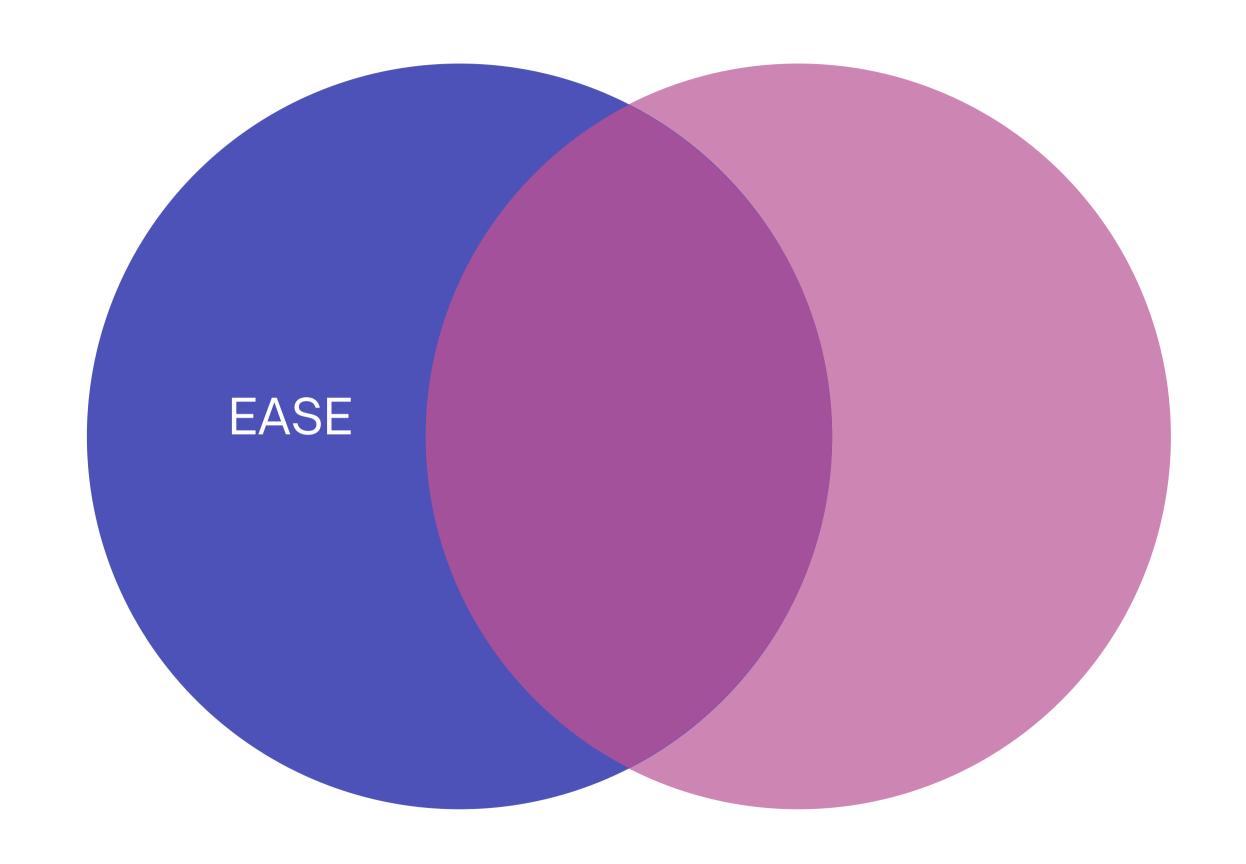
# Some Free Email Services

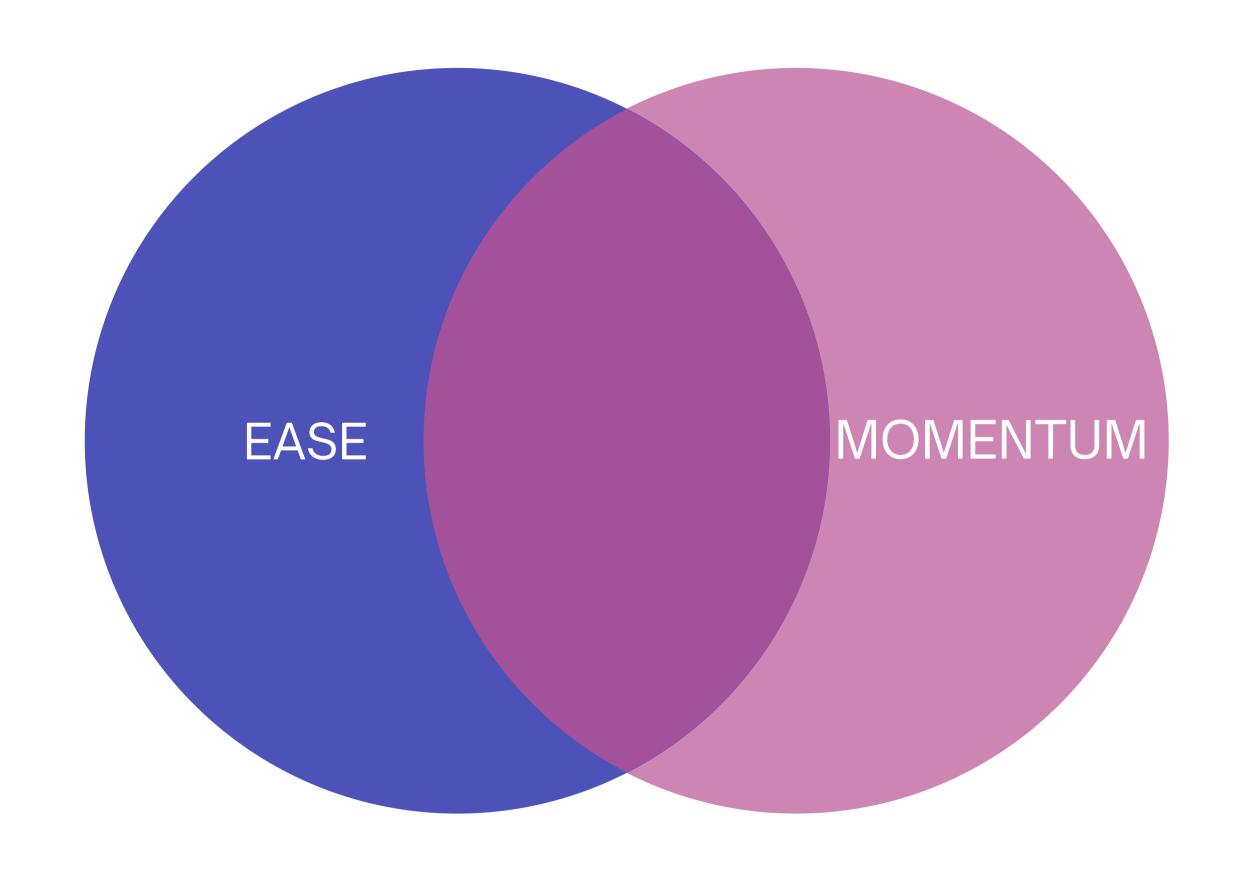


# SYSTEMS



# Systemising can support creativity.







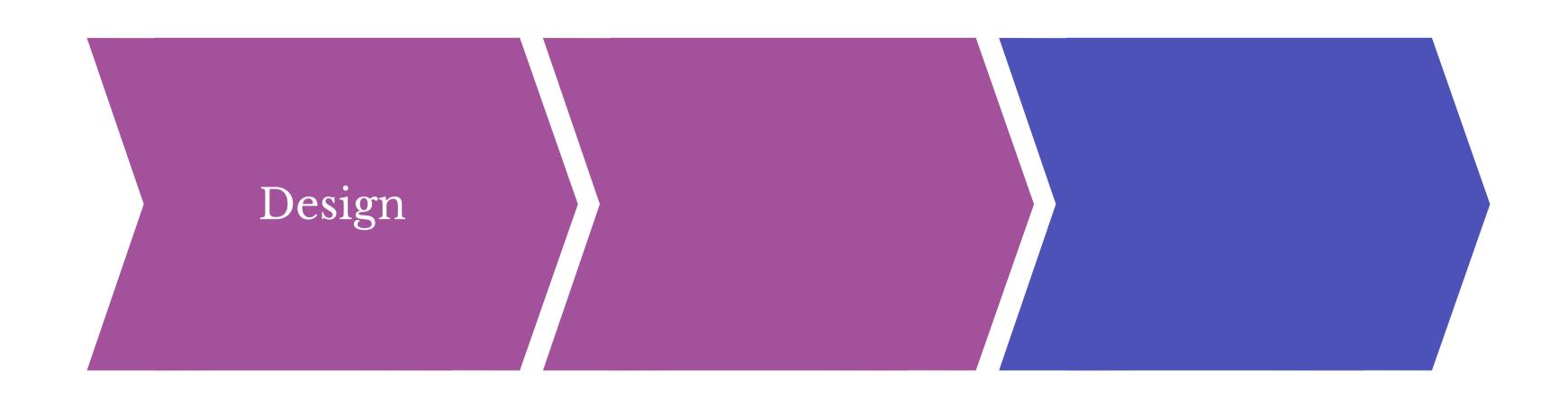


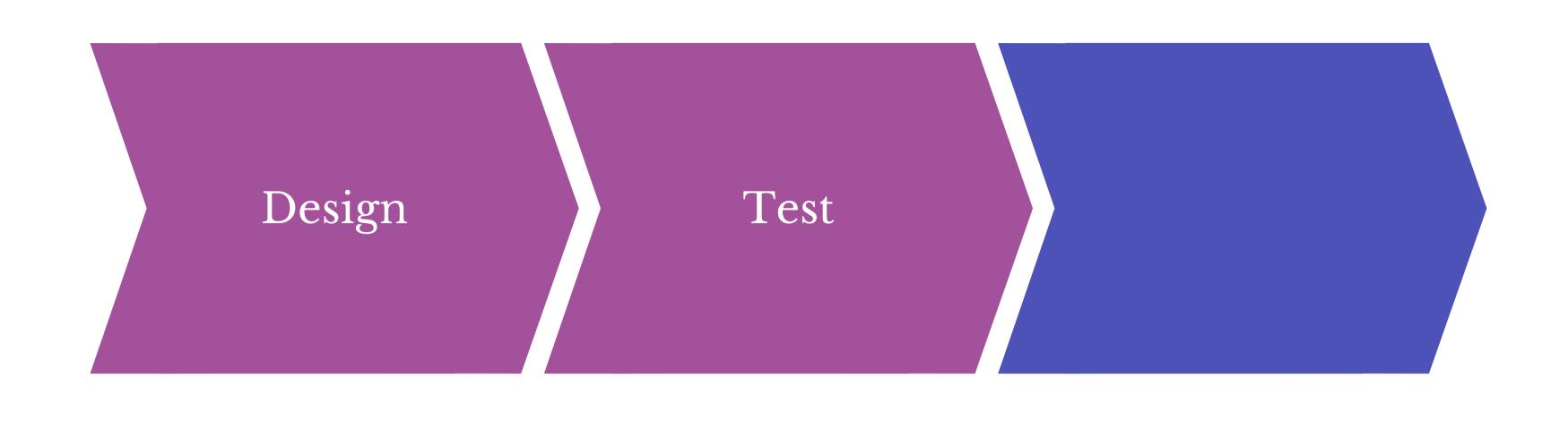


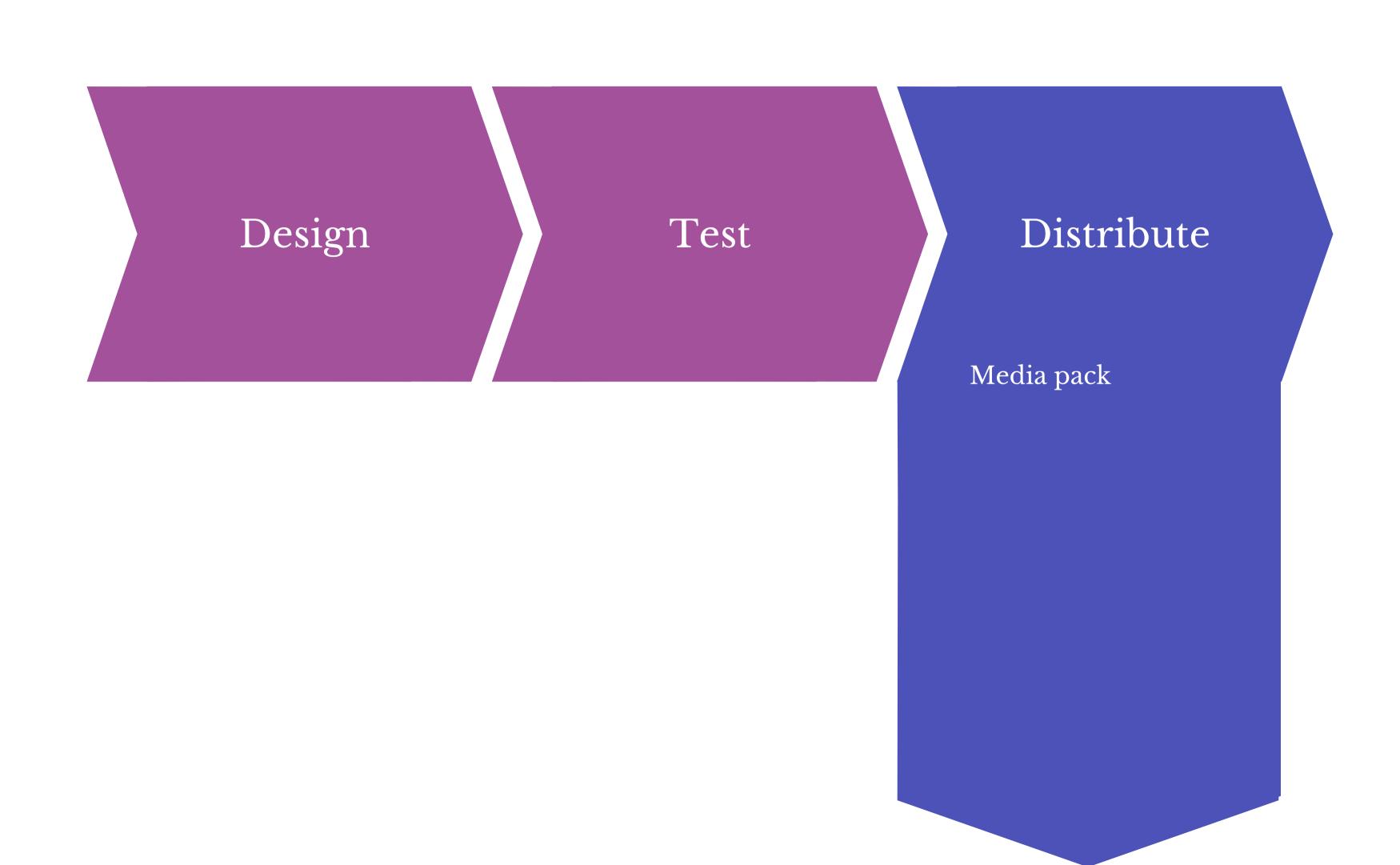


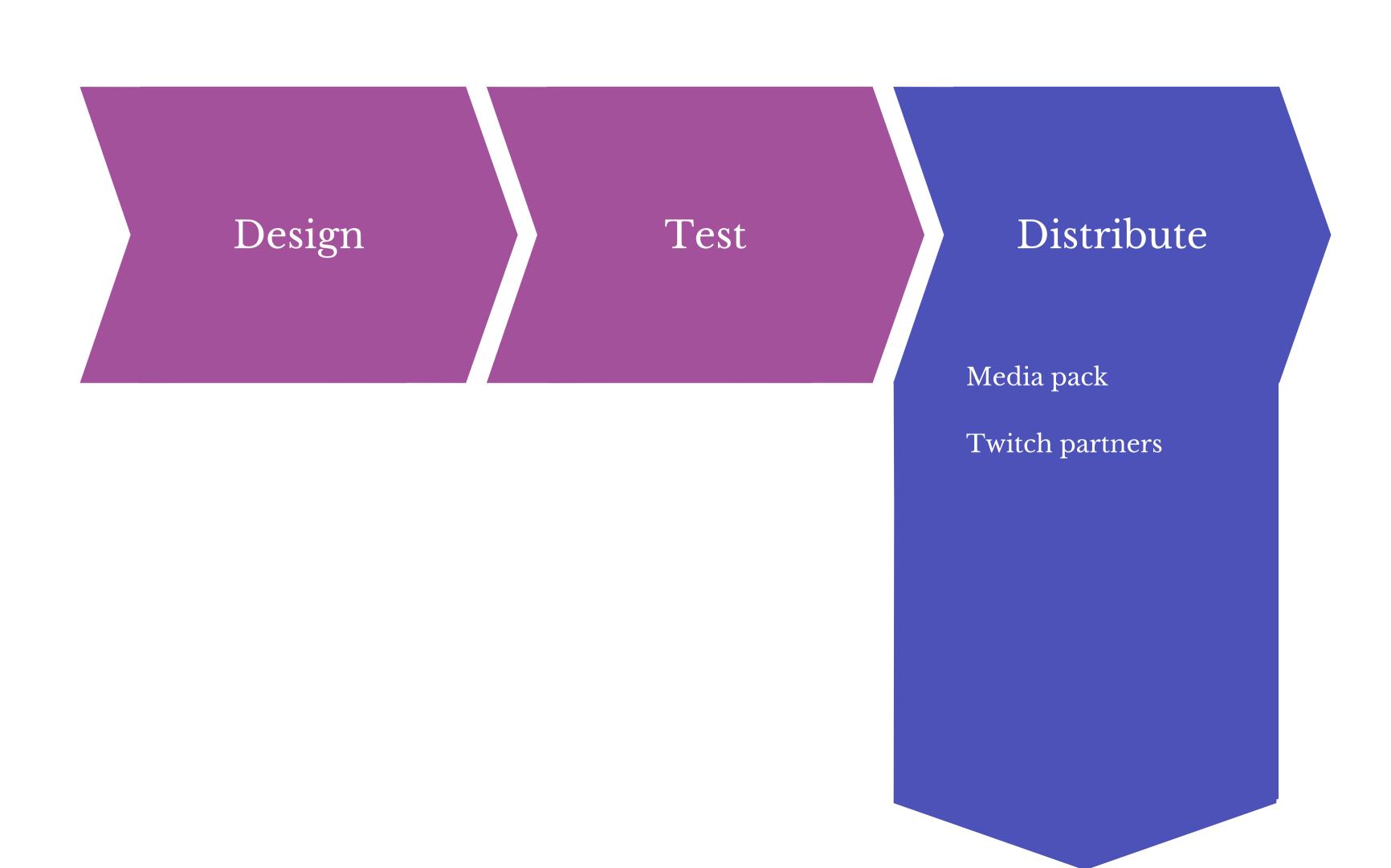


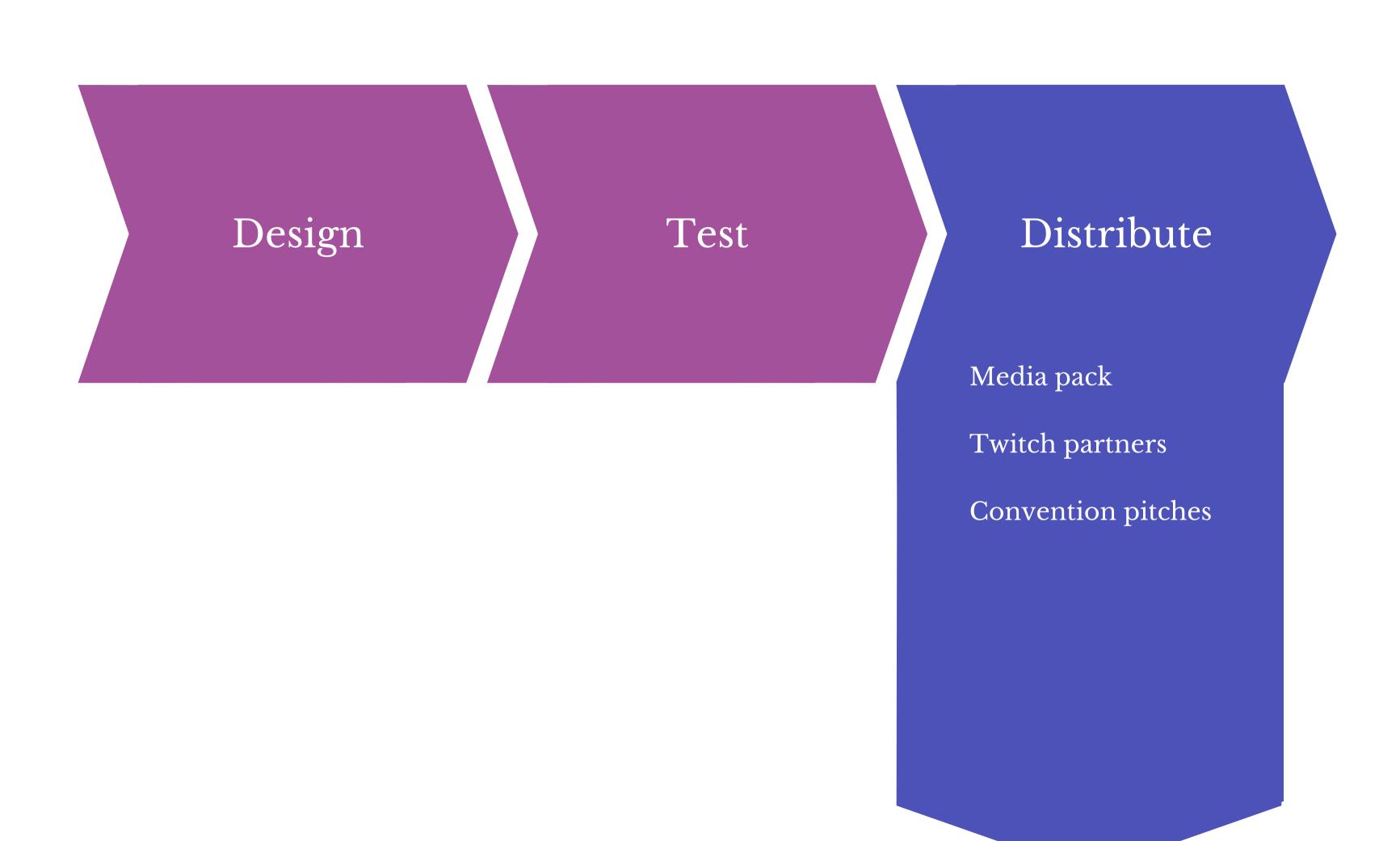


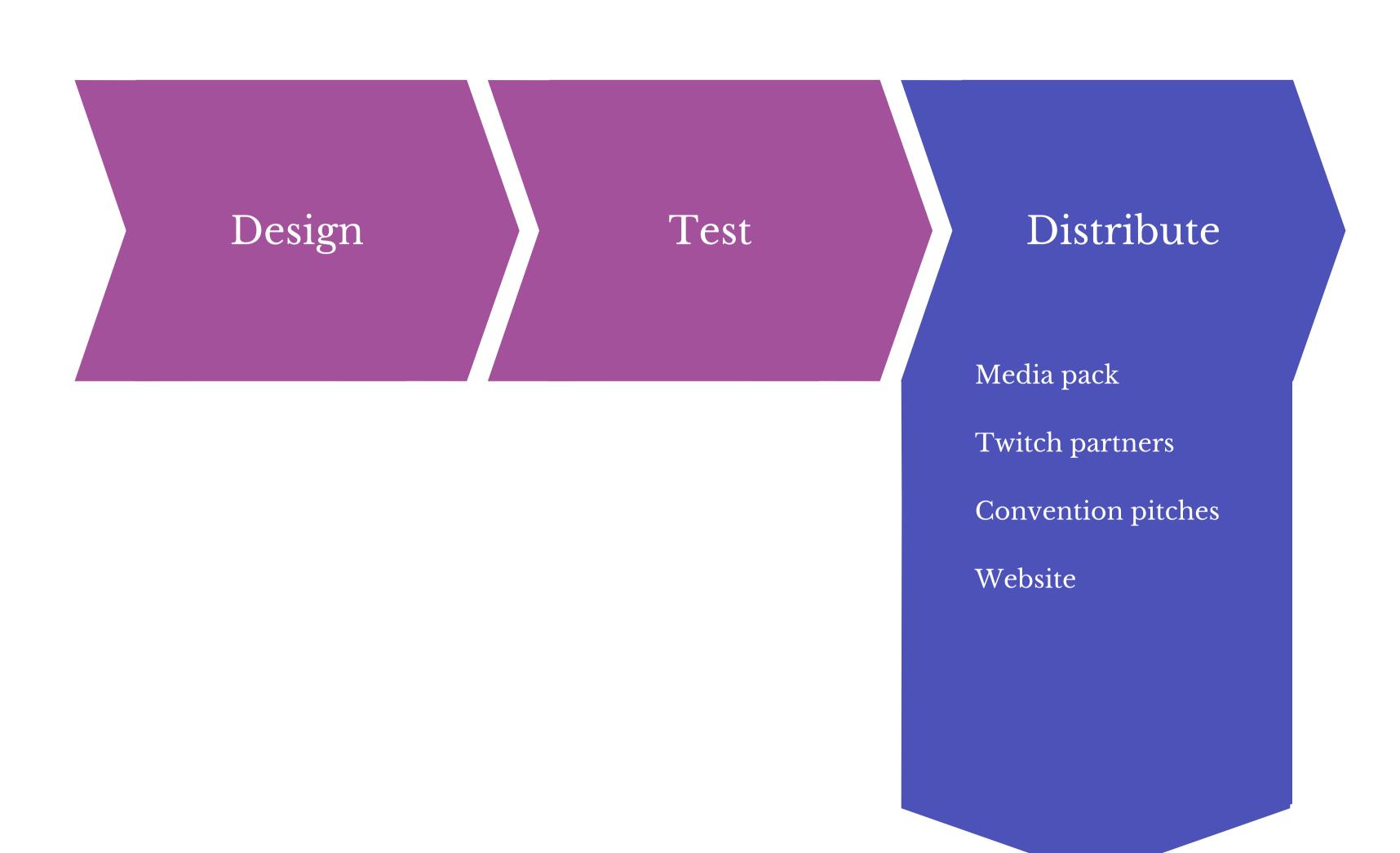


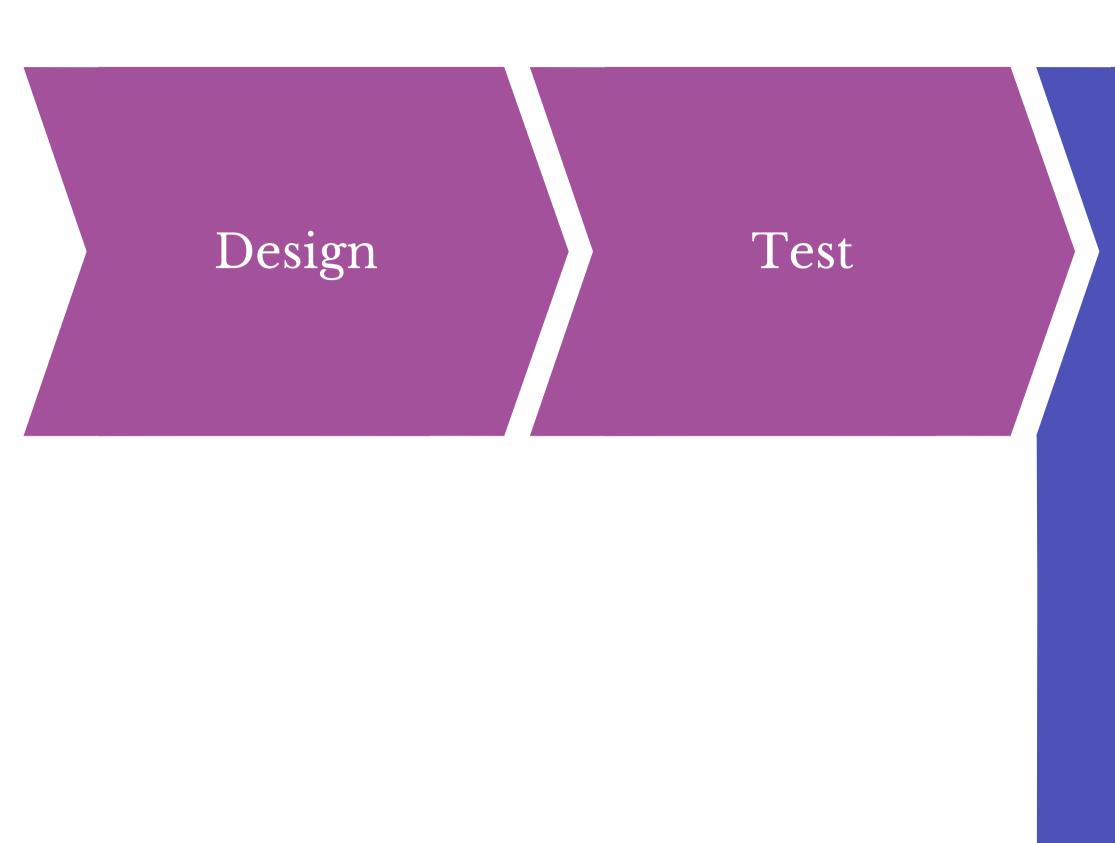












### Distribute

Media pack

Twitch partners

Convention pitches

Website

Email List

Design Test

### Distribute

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CHECKLIST

**BULLET JOURNAL** 

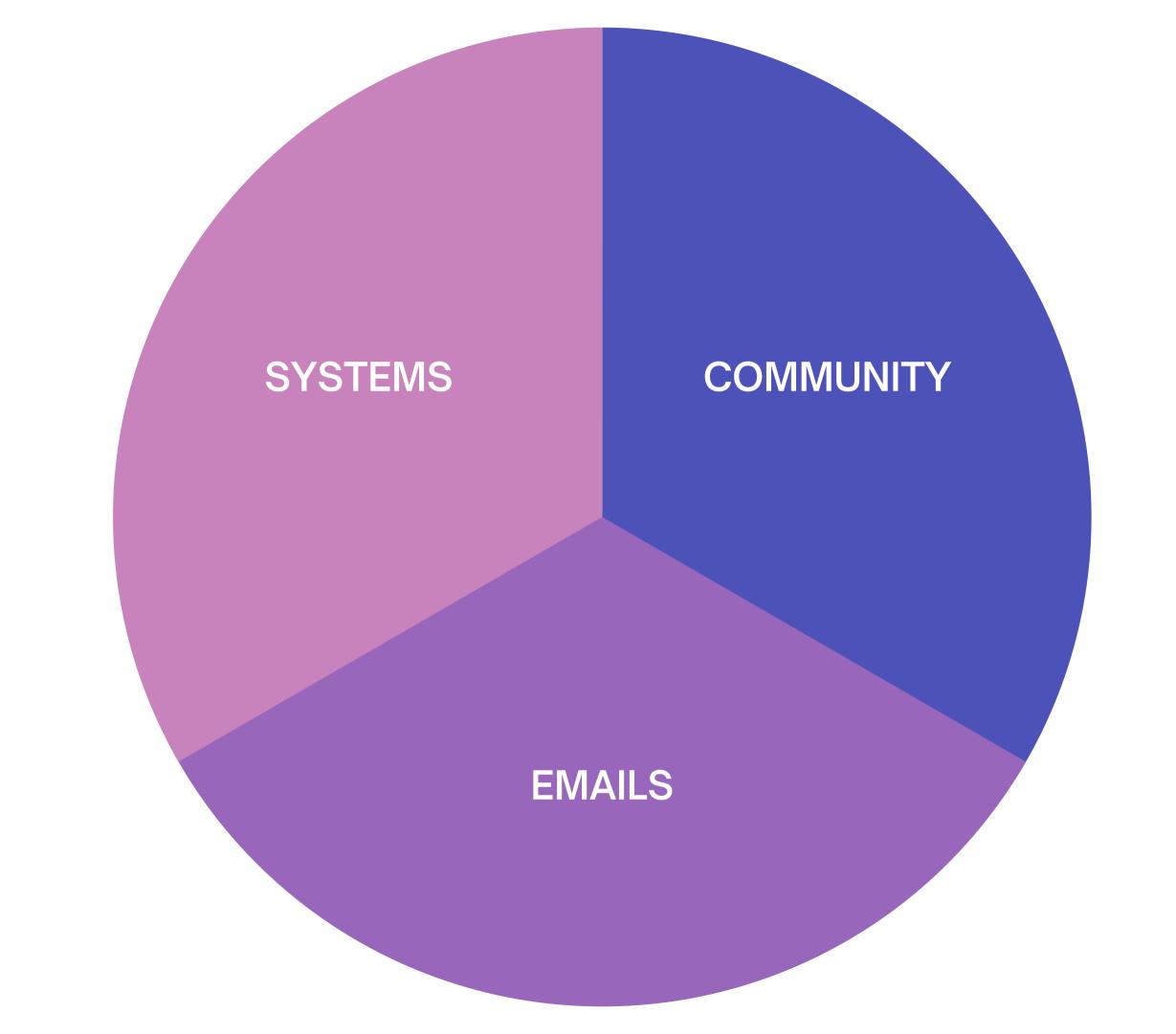
ASANA

http://asana.com/

**TRELLO** 

https://trello.com/

## SYSTEMS





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