

More TTRPG Designers Should Steal These Business Tips

From a Virtual Assistant
who is also a TTRPG
enthusiast!



Who am I?



Stevie Schafer / Ashta Felix



7 YEARS



**MELBOURNE
LGBTQIA+
TTRPGS
FACEBOOK
COMMUNITY**

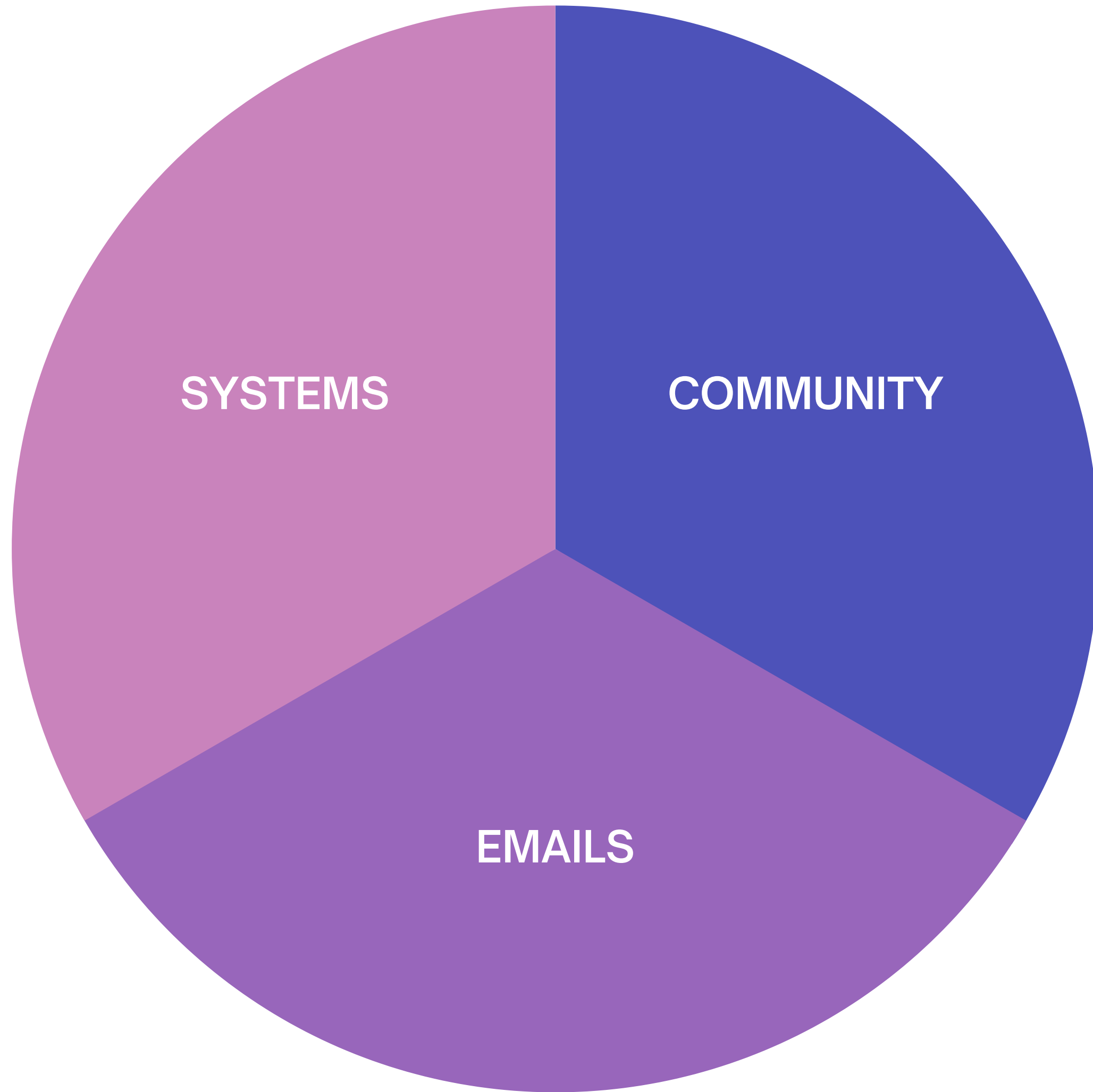


MELBOURNE LGBTQIA+ TTRPGS

facebook.com/groups/melbqueerttrpgs



WHY I'M HERE

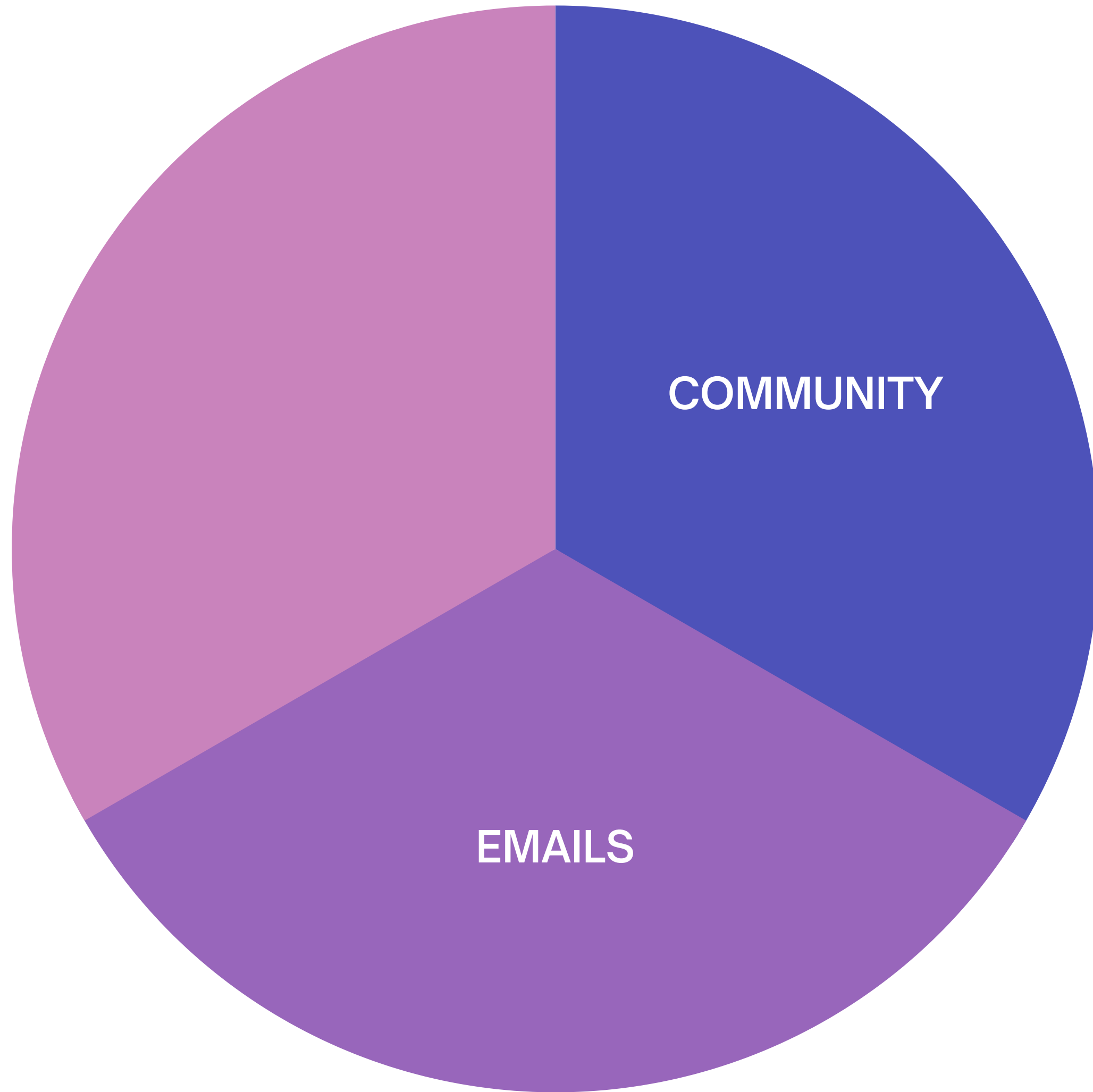




Community

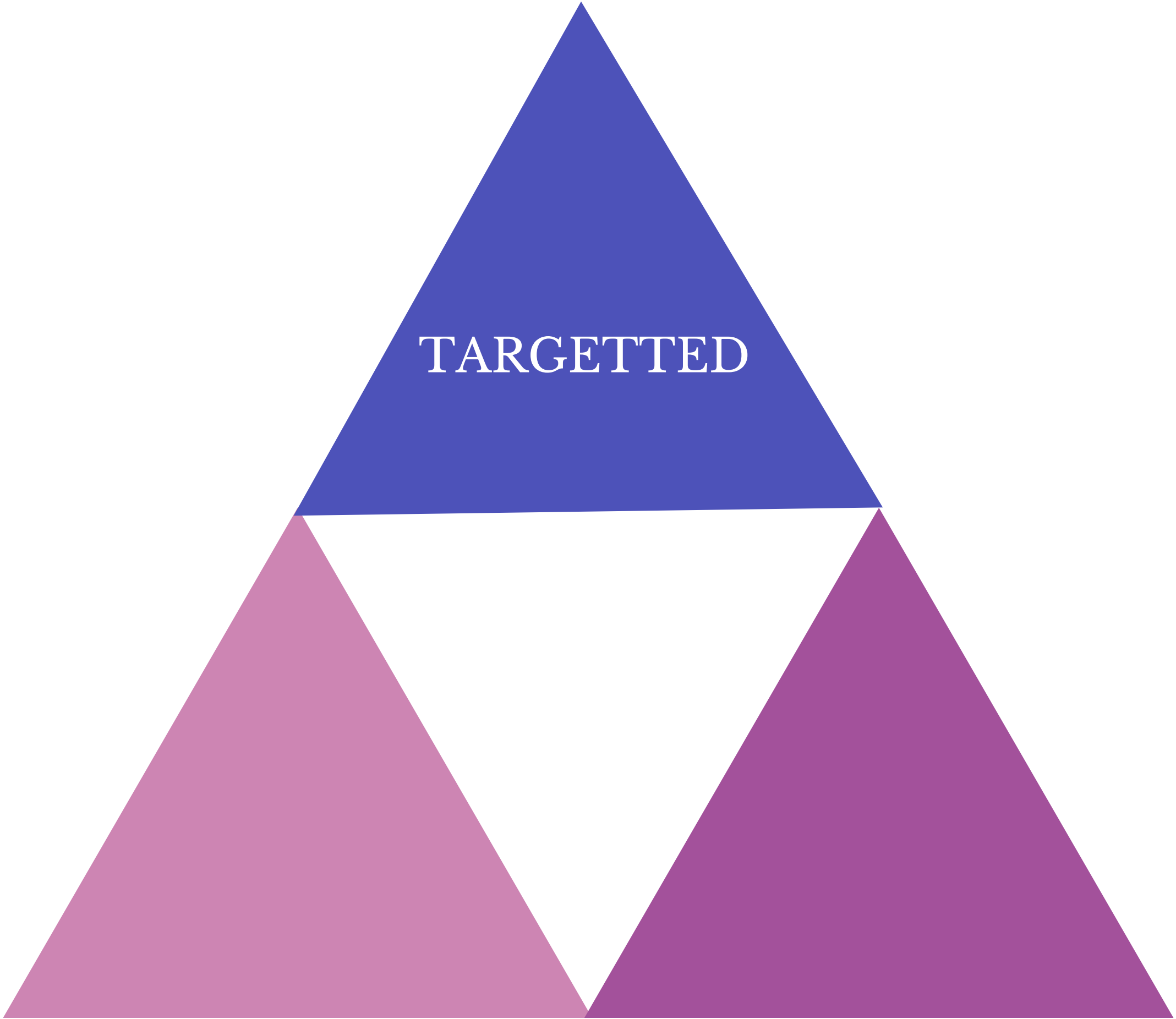
KLT FACTOR

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



EMAILS





TARGETTED

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, [Hubspot](#)
State of Email Report, Fall 2020, [Litmus](#)

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REACH YOUR AUDIENCE

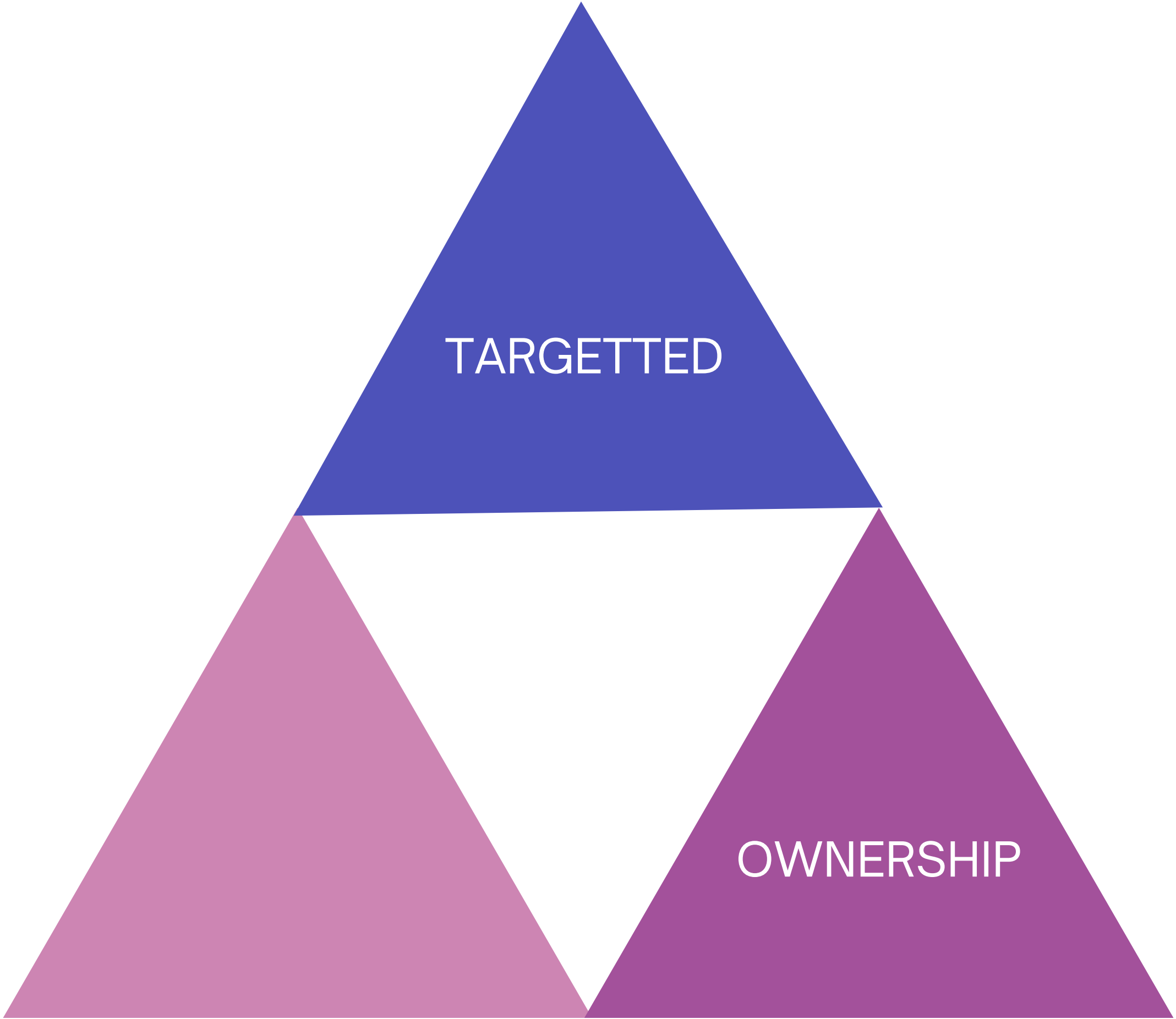
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4 out of 5 respondents said they'd rather give up social media than email marketing.

Sources:

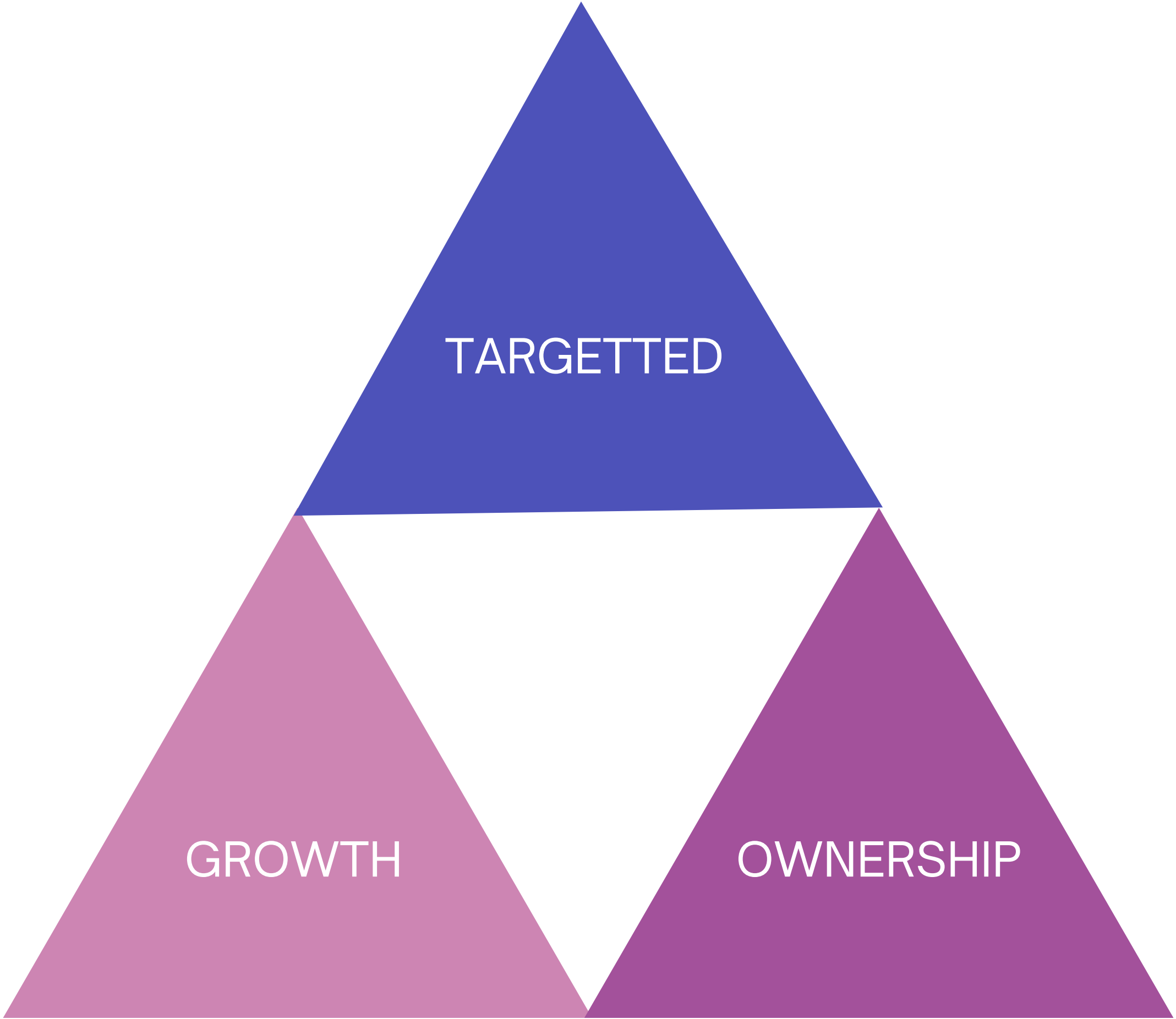
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State of Email Report, Fall 2020, [Litmus](#)





"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=>

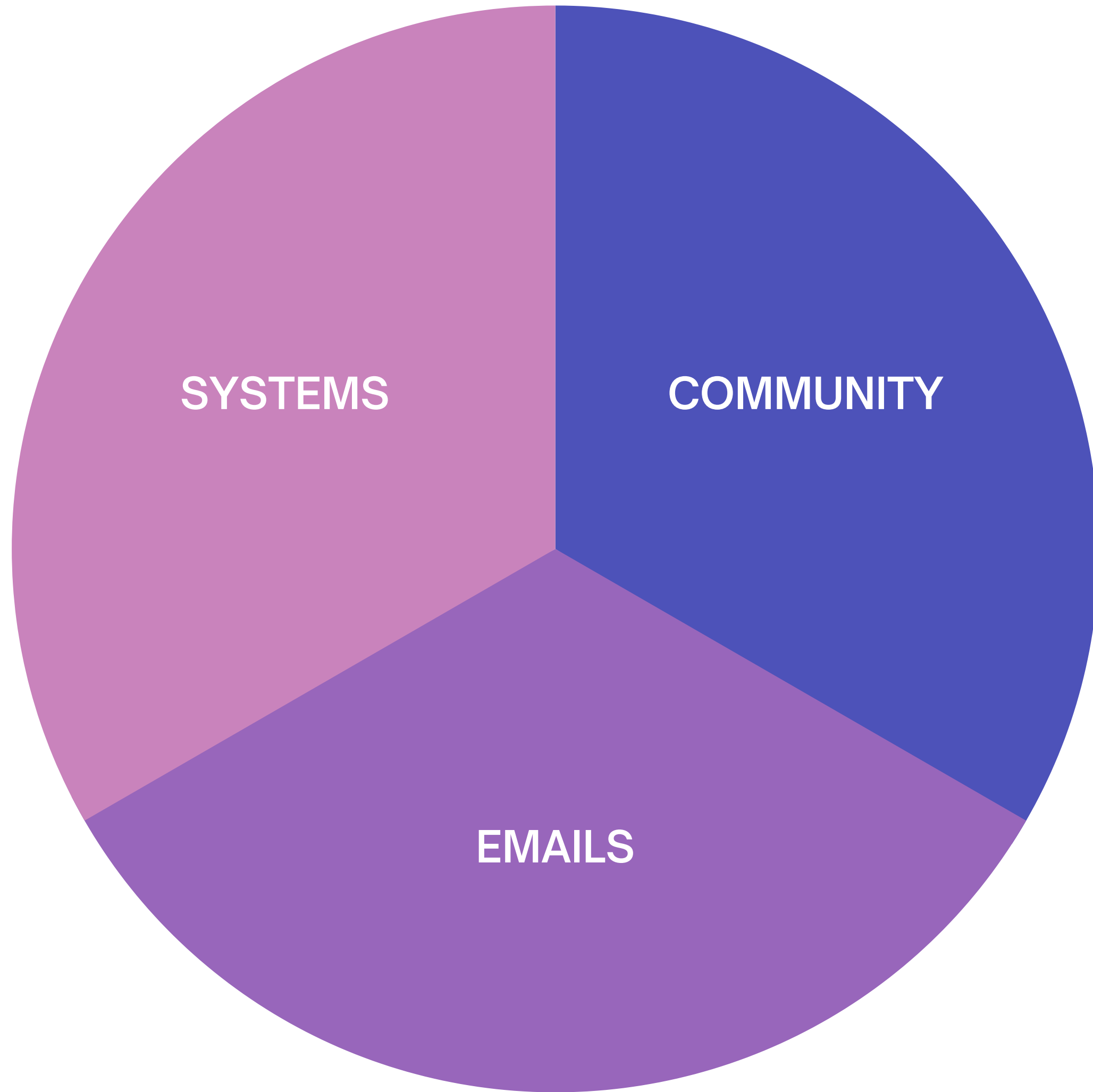


Mailchimp

Sendinblue

MailerLite

Some Free
Email Services



SYSTEMS

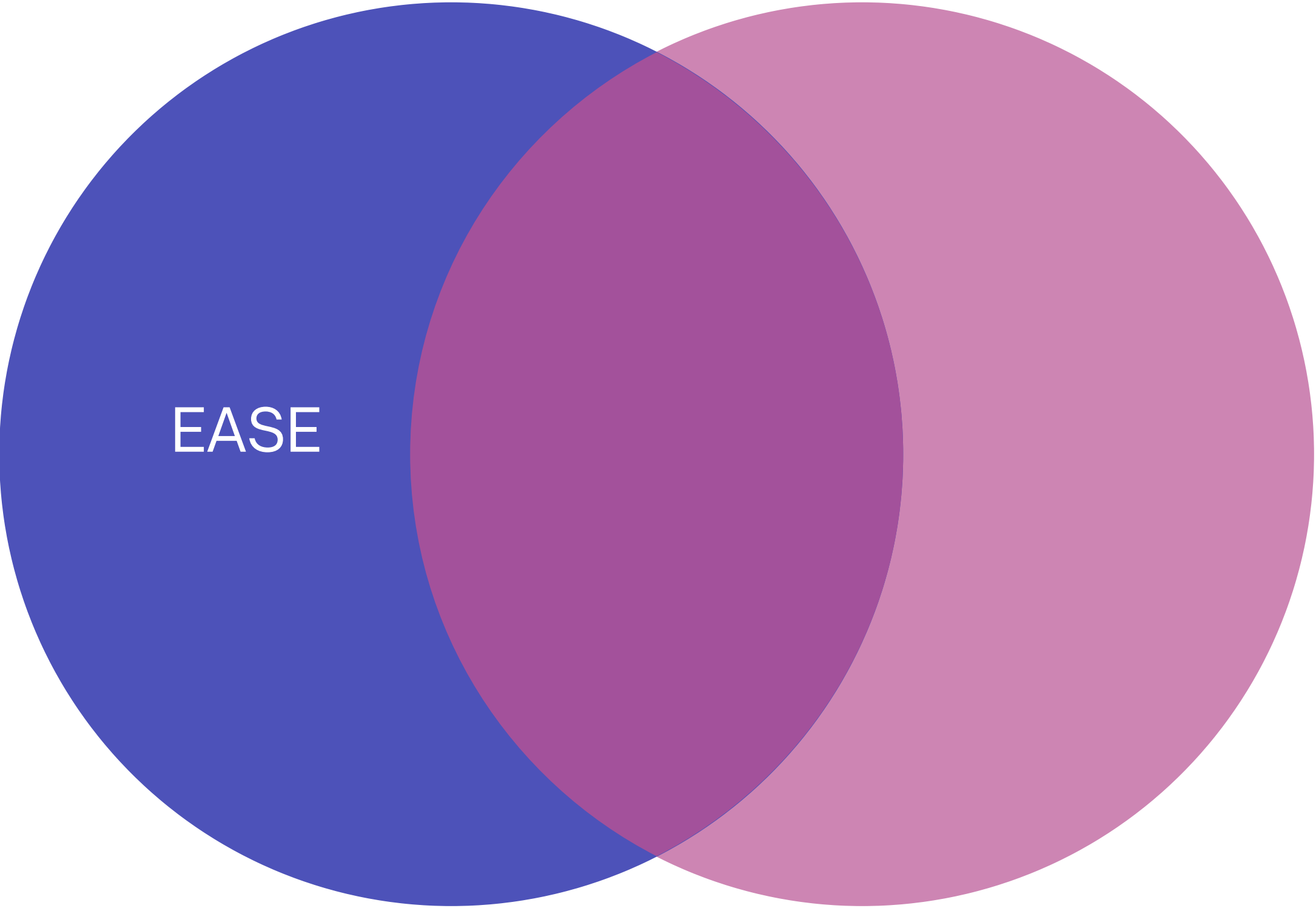
COMMUNITY

EMAILS

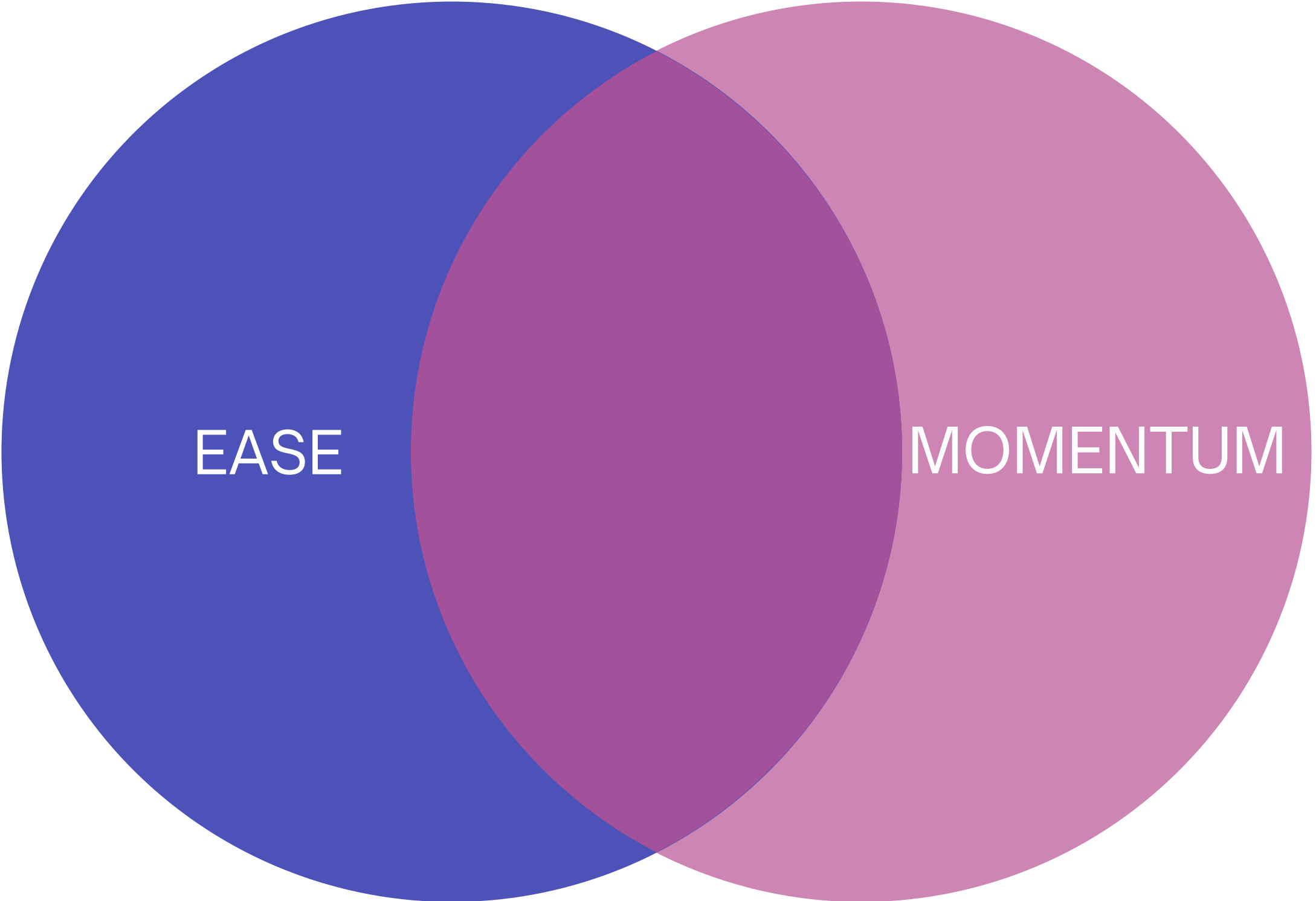
SYSTEMS



**Systemising can support
creativity.**



EASE



EASE

MOMENTUM







Design

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graph LR; A[Design] --> B[Test]; B --> C[ ]; style C fill:#334d9d
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Design

Test

Design

Test

Distribute

Media pack

Design

Test

Distribute

Media pack

Twitch partners

Design

Test

Distribute

Media pack

Twitch partners

Convention pitches

Design

Test

Distribute

Media pack

Twitch partners

Convention pitches

Website

Design

Test

Distribute

Media pack

Twitch partners

Convention pitches

Website

Email List

Design

Test

Distribute

Media pack

Twitch partners

Convention pitches

Website

Email List

Discord promos

Design

Test

Distribute

Media pack

Twitch partners

Convention pitches

Website

Email List

Discord promos

Social Media

CHECKLIST

BULLET JOURNAL

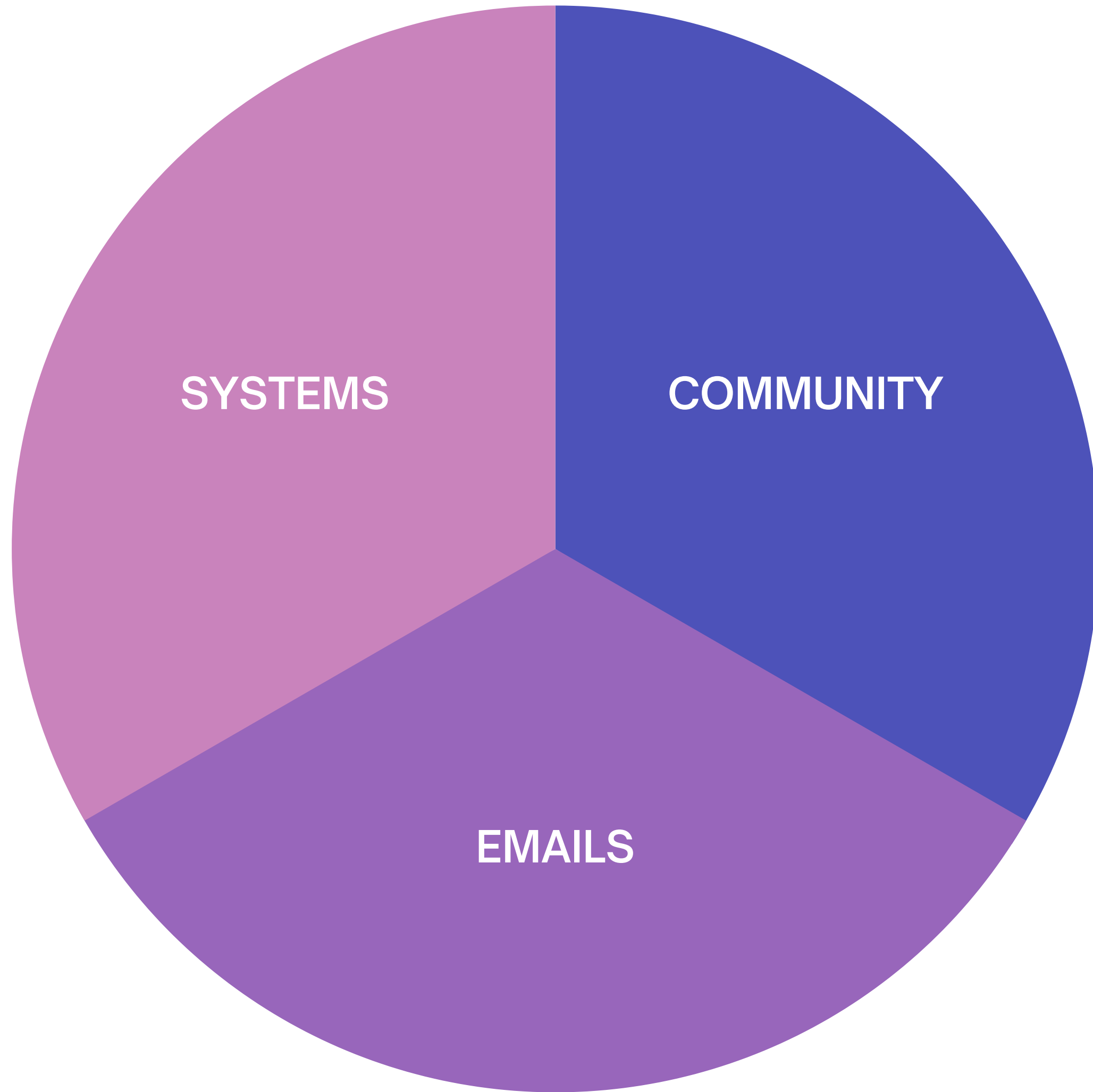
ASANA

<http://asana.com/>

TRELLO

<https://trello.com/>

SYSTEMS





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