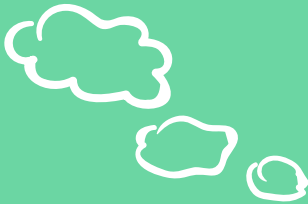




How to
Kickstart
a Comics
Project



A ZINE
BY
KICKSTARTER

YOU: HAVE AN IDEA FOR
A COMICS PROJECT YOU
WANT TO BRING TO LIFE.

US: HERE TO HELP.

Kickstarter is a platform and
community that brings creative
projects to life.

In this zine you will find:

1. Sage advice from
Kickstarter creators
2. Inspiration
3. Tools to help you build your own
Kickstarter project

Don't be afraid to explore new frontiers. So much of success is in the execution. Don't worry about it being perfect. Worry about getting it done.

—Comics creator Amy Chu

If you feel silly, that just means you're learning.

—Cartoonist Zach Weinersmith

It helps to keep the big picture in mind. Why do you do this work? Why do people care about it?

—Writer and publisher
Elly Blue

WHAT CAN YOU CREATE
WITH THE SUPPORT
OF THE KICKSTARTER
COMMUNITY? A LOT.

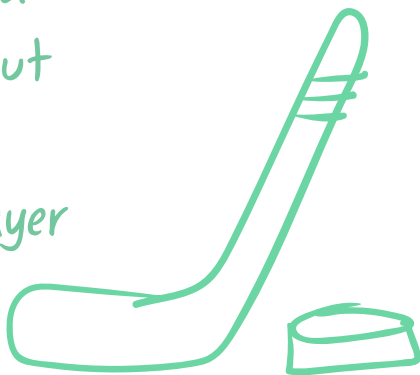


A fantasy comics
anthology by
creators of color

(ELEMENTS: FIRE
ANTHOLOGY
BY TANEKA STOTTS)

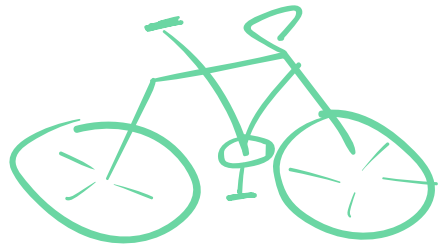
A print book based
on a webcomic about
a figure skater
turned hockey player

(CHECK, PLEASE!
YEAR THREE
BY NGOZI UKAZU)



A feminist bicycle zine
about riding beyond
the gender binary

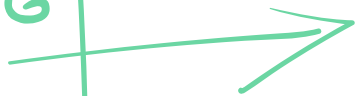
(TRUE TRANS BIKE REBEL:
TAKING THE LANE #15
BY ELLY BLUE)



A comic convention
focused entirely
on the LGBTQ
community

(FLAME CON
BY GEEKS OUT)

START SKETCHING
YOUR PROJECT



STEP 1: TELL YOUR STORY

Who are you?

What are you creating?

Where did the idea for this project come from?

Why is it important to you?

Are you working with a team? If so, tell us about your collaborators.



DON'T FORGET TO GET VISUAL! WHEN BUILDING YOUR PROJECT PAGE ON KICKSTARTER, A PICTURE'S WORTH A THOUSAND WORDS, SO ADD SOME GREAT IMAGES AND HEADERS.

STEP 2: PLAN YOUR REWARDS

What is the thing you're making? (This should be your primary reward tier.)



AVOID COSTLY SHIPPING FEES BY FOCUSING ON DIGITAL AND EXPERIENTIAL REWARDS.

What parts of your creative process could you share with your backers?
(Think: sketches, character studies, behind-the-scenes photos, etc.).



REWARDS SHOULD MAKE BACKERS FEEL CONNECTED TO YOUR PROJECT. THINK OF WAYS THAT YOU CAN INVITE BACKERS INTO THE PROCESS.

STEP 3: PLAN YOUR PROMOTION

What are the most exciting parts of your project?

Who's your audience and why do you think they'll enjoy your project?

How and where do you think you can connect with your audience (both online and IRL)?

STEP 3, CONTINUED

Write down the names and email addresses of five people you know who will back your project.

1.

2.

3.

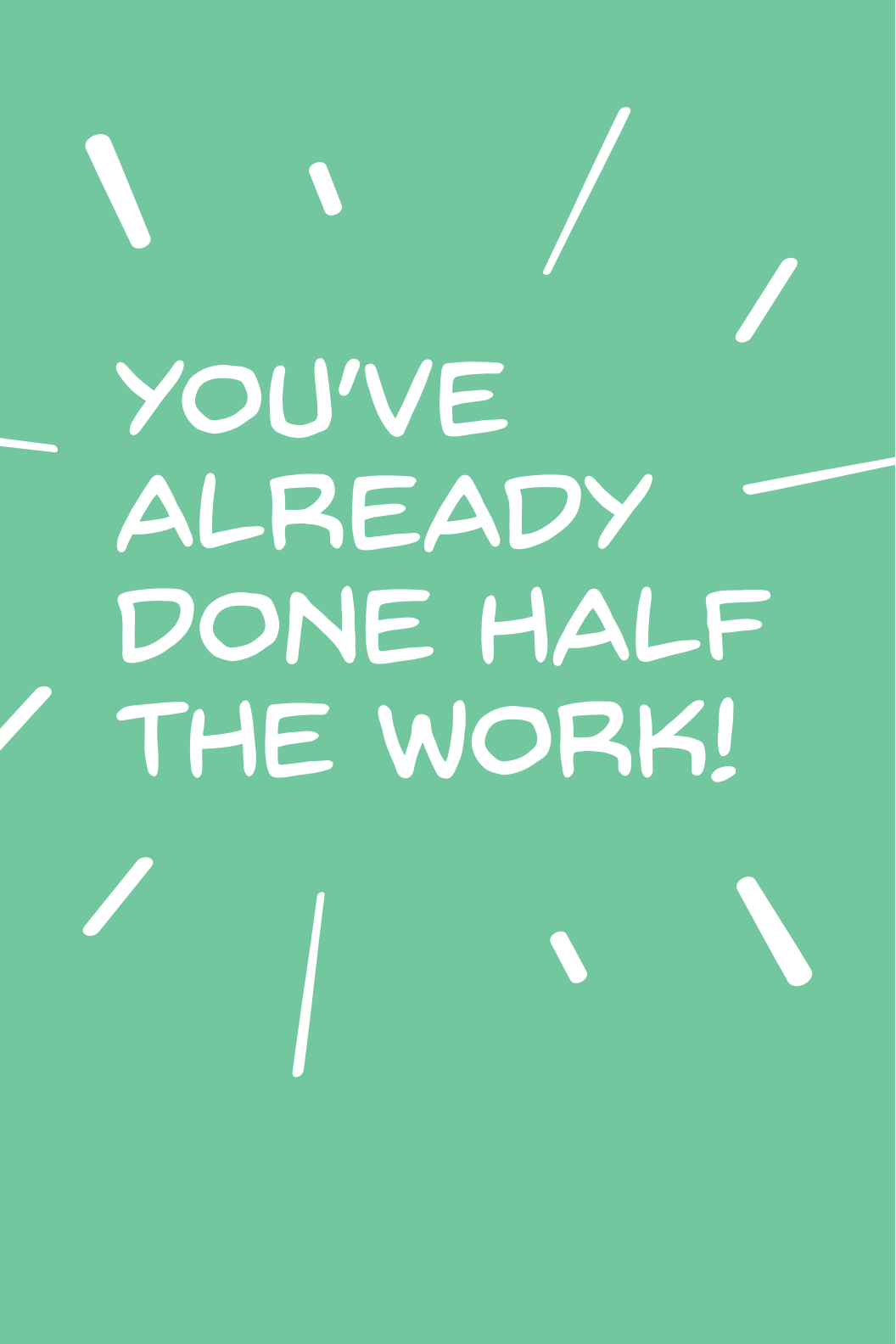
4.

5.

Write down three tools that can help you promote your project and describe how you will use them. (Think: a mailing list or newsletter, social media, etc.).



LINE UP BACKERS WHO CAN PLEDGE WHEN YOU LAUNCH TO HELP YOU BUILD EARLY MOMENTUM.



YOU'VE
ALREADY
DONE HALF
THE WORK!

HEAD TO
KICKSTARTER.COM/START
TO BUILD THE REST OF
YOUR PROJECT.

KICKSTARTER