

How to Sell your Game

Boot camp for newbies!



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Let's Get Started...

Hi there. If you're reading this, we both know why you are here. You have decided to come over to the dark side and join the ranks of indie game developers who have done the most horrible, terrifying, disgusting thing in the world! You have **dared** to leave the sheep herd and go down the less traveled road. You have decided to become an entrepreneur.

I have a tidbit of hope for you wanna-be entrepreneurs. Have you ever wondered how most of the giant companies around the world got started? Do you know who runs these companies? Entrepreneurs! I guarantee if you look at the top CEOs around the world, you will find that most of them *did not* work their way up the corporate ladder in one company. We are taught from age 5 that the way to success is to work hard at the same company for 30 years, and maybe, just maybe we might gain access to a senior-level position when we turn 60. Wow, what a bummer! How boring! There is a very simply way to circumvent this extremely long road: start your own little company and build something great. If you do this, the giant companies will come knocking at your door and before you know it, if you choose to enter the corporate rat-race, you'll get to start out much closer to the top. Woot!

Why does this matter? I suspect LOTS of you would love to work in the games industry. And I'm sure that as we both know, getting into the industry is about as easy as winning the lottery. Unless of course, you make a great game on your own. Trust me, if you make something awesome that is popular, everyone will want to hire you.

Okay, enough of this fluffy stuff. It's time for you to put on your combat boots. I assume you've already created your game, so this guide is going to show you **what to do after you've created your game**. In a nutshell you need to take these steps:

1. Beta test your game (1 month)
2. Get a business license in your state, and city (about \$75 all together)
3. Get a website for your game (\$8 per month)
4. Get an installer for your game (\$50)
5. Get a digital rights management system (DRM) for your game (\$300)
- or-
- Create a demo for your game
6. Get an order processor for your game (free)
7. Sell your game!

Beta Test Your Game!

Beta test = letting 10-20 people play your game from the beginning to the end. While they play, they should report bugs for you to fix.

NEVER SELL A GAME BEFORE YOU'VE BETA TESTED IT.

My advice is to get yourself a forum (there are free ones that you can get all over the web), and use it to collect bugs from your testers. Beta testing should take 1 month. 1 week is a horrible idea, 2 weeks is almost as bad. 3 weeks is okay, but to make sure your game is really clean, go for a month-long beta period.

So, where are you going to find beta testers? The first place to look is in the communities where you plan to sell your games. Find players who you think would be interested in your game and PM them. Where do you hang out for fun? This could be a good place to start.

When I select beta testers a game, I look for these qualities:

- Chatters. Extremely social people love to communicate (obviously!), and these folks can give you great feedback. They are more likely to play your game and actually tell you what they think. A great way to find chatters is to go to communities where people are playing *your* type of game and PM them. I try to have at least 15 chatters as beta testers.
- Smashers. You need at least one or two really technical people who are insanely driven to test every technical aspect of your game. To these folks, the fun part of the game is *breaking* your creature. An error code is a big win for these folks. I try to have three smashers as beta testers.
- Innocents. Innocents are people who have never played a game in their life. These people are amazing as they *will* find every confusing aspect of your game that you never thought existed. You only need one or two of these precious individuals, but they are the most important beta testers. If an Innocent tells you that something is confusing, don't roll your eyes. Listen and fix it. Innocents capture everything that could possibly make your game not sell due to your design decisions.

If you have all of your beta testers start at the same time, you will run into one major problem: they will likely find the same bugs, you will fix these bugs, and no one will go back to check if these bugs were in fact fixed.

Once you have selected your beta testers, split them into two groups. Have group one begin testing in week one. Have group two begin testing in week three. This will ensure that any new bugs that you created in week two are picked up by your second group of beta testers in week three.

Don't be Stupid & Get Sued

Sorry, but I had to add this. These are very stupid things to do which could cause you to get sued:

- Use a pirated version of a game engine
- Use someone else's graphics, music, or code without their approval

Get a Business License

- **Cost = \$75**

Before you begin selling anything, you **MUST** get a business license. The steps to obtaining a business license is different in every country.

In the USA, you should create a **sole-proprietorship** business and get three things:

- State License
- City License

If you are somewhere else, you need to go to your government website to see what permits you need to get. The rest of this section is dedicated to people in the USA.

If you are in the USA, to figure out what licenses you need to get, go here:

<http://www.business.gov/register/licenses-and-permits/>

Your state license will probably cost around \$50 and your city license will be around \$25. Some states don't have city licenses. If the who business license stuff is confusing, just have an accountant or lawyer get these things for you.

Note: You do not need an EIN from the federal government if you are a sole-proprietorship.

Get a Website

- **Cost = \$7 a month**
- **My suggestion = Nexcess.net**

After you've got yourself a business license, get yourself a website. You'll need to host your game on this website and have your download and buy now links on it.

Personally, I suggest Nexcess.net. They have great prices, customer service, and will help you get your website set up if you don't know how to do this. I've worked with many hosting services over the years and they are my favorite.

Get the Mini-Me package for \$6.95 a month.

You will get the following things in your website package:

- Email accounts
People will need to contact you somehow & you want to look legit. For the love of God, DON'T use hotmail, gmail, etc for your business email. It looks newbish.
- A domain name
A domain name is the URL that people will type into a web browser to get to your site. For example, my domain name is amaranthia.com
- File hosting
A place to host your website files. This includes your game and the html pages for your website.
- How-to-Build-a-Website Tutorials

When you create your website, you should include the following items for your game:

- Logo for game
- 2 screenshots of game
- Download button (links to your game)
- Buy Now button (links to your purchase page)
- Brief description of your game. (1 paragraph)
- Specs for your game (Win98+, Game Size in MB, RAM, Video)

Note: Your website provider will provide you with an FTP account. Use this to upload your website files and images.

Get an Installer

- **Cost = \$40**
- **My suggestion = Astrum Install Wizard Standard**

You need an installer for your game to make it look professional. An installer is the program you see whenever you download an application or game to your computer. It's the thing that asks you where you want to install the game.

My favorite installer is Astrum Install Wizard Standard. You can get it here:

<http://www.thraexsoftware.com/aiw/>

This installer doesn't require any programming. Just install it, create a new project, and drop the file structure of your game into it. Then press the build game. Poof! Installer created! The installer for your game is what you should put on your website. If you want to see how I use this installer, download an Aveyond game from amaranthia.com and install.

Follow these steps to create an installer with Astrum Install Wizard:

1. Download Astrum Install Wizard Standard from Thraex Software:
<http://www.thraexsoftware.com/aiw/>
2. Install Astrum Install Wizard.
3. Open Astrum Install Wizard.
4. Click File > New Project
5. The **General** tab opens.

6. Fill out the *General* tab so that it looks like this:

The screenshot shows the 'General' tab of an installer configuration window. It is divided into three sections: 'General information', 'Default folders', and 'Miscellaneous settings'.

General information

- Application name:
- Application version:
- Company name:
- Installation title:

Default folders

- Default installation path: ☐ Get from registry
- Default shortcut group name: ☒ Use all users Start menu

Miscellaneous settings

- ☐ Update installation
 - ☐ Allow clean install
- ☒ Prompt before running
- ☐ Silent installation

7. Click on the **Dialogs** tab and fill it out so that it looks like this:

The screenshot shows the 'Dialogs' tab of the same installer configuration window. It features a section titled 'Dialogs to show' with a list of dialog boxes, each with a checkbox.

Dialogs to show

Dialog
<input type="checkbox"/> Language
<input checked="" type="checkbox"/> Welcome
<input checked="" type="checkbox"/> License agreement
<input type="checkbox"/> Readme
<input checked="" type="checkbox"/> System information
<input type="checkbox"/> User information
<input checked="" type="checkbox"/> Select destination directory
<input checked="" type="checkbox"/> Select shortcut folder
<input type="checkbox"/> Installation type
<input type="checkbox"/> Options
<input checked="" type="checkbox"/> Summary
<input checked="" type="checkbox"/> Installing
<input checked="" type="checkbox"/> Finished
<input checked="" type="checkbox"/> Uninstall

8. Click on the **License** tab and in the *Agreement for the languages* drop-down box, select **English**. A default license agreement appears in the *License Agreement* textbox. Edit this license for your game.

Dialogs: License

License Agreement

END USER LICENSE AGREEMENT

Software License Agreement for AVEYOND: GATES OF NIGHT


IMPORTANT- PLEASE READ CAREFULLY: BY INSTALLING THE SOFTWARE (AS DEFINED BELOW), COPYING THE SOFTWARE AND/OR CLICKING ON THE 'NEXT' BUTTON BELOW, YOU (EITHER ON BEHALF OF YOURSELF AS AN INDIVIDUAL OR ON BEHALF OF AN ENTITY AS ITS AUTHORIZED REPRESENTATIVE) AGREE TO ALL OF THE TERMS OF THIS END USER LICENSE AGREEMENT ('AGREEMENT') REGARDING YOUR USE OF THE SOFTWARE. IF YOU DO NOT AGREE WITH ALL OF THE TERMS OF THIS AGREEMENT, CLICK ON THE 'CANCEL' BUTTON. THIS WILL CANCEL THE INSTALLATION.





1. GRANT OF LICENSE: Subject to the terms below, AMARANTH GAMES hereby grants you a non-exclusive license to install and to use AVEYOND: GATES OF NIGHT DEMO ('Software'). Under this license, you may: (i) install and use the Software on any number of computers; (ii) make copies the

Agreement for the language:
English

(If you do not specify a license agreement text for some language, the default text will be used for it.)

Load text from file...

B **I** **U** 

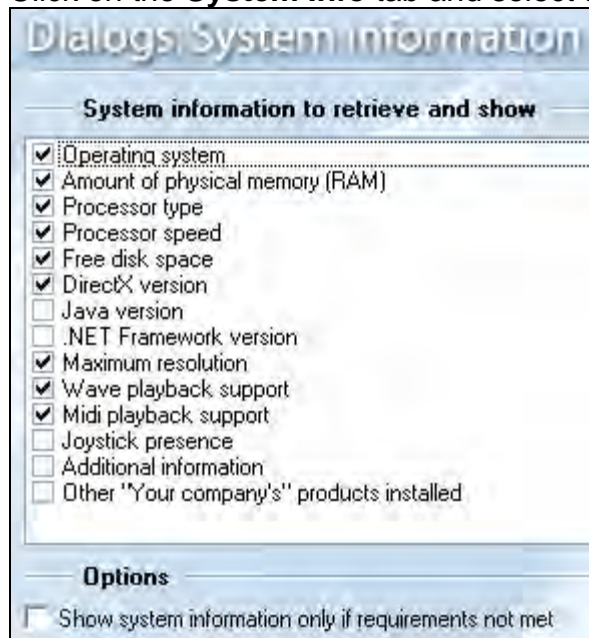
   

MS Sans Serif 8

☒ Direct approval

☐ Prohibit silent installation

9. Click on the **System Info** tab and select the following items:



The image shows a dialog box titled "Dialogs: System information". It has a tab labeled "System information to retrieve and show". Below the tab is a list of system information items, each with a checkbox. The checked items are: Operating system, Amount of physical memory (RAM), Processor type, Processor speed, Free disk space, DirectX version, Maximum resolution, Wave playback support, and Midi playback support. The unchecked items are: Java version, .NET Framework version, Joystick presence, Additional information, and Other "Your company's" products installed. At the bottom of the dialog is an "Options" section with a checkbox labeled "Show system information only if requirements not met".

Dialogs: System information

System information to retrieve and show

- ☒ Operating system
- ☒ Amount of physical memory (RAM)
- ☒ Processor type
- ☒ Processor speed
- ☒ Free disk space
- ☒ DirectX version
- ☐ Java version
- ☐ .NET Framework version
- ☒ Maximum resolution
- ☒ Wave playback support
- ☒ Midi playback support
- ☐ Joystick presence
- ☐ Additional information
- ☐ Other "Your company's" products installed

Options

☐ Show system information only if requirements not met

10. Click on the **Options** tab and enter the following information:



The image shows a dialog box titled "Dialogs: Options, install and finished". It has three tabs: "Options dialog", "Install dialog", and "Finished dialog". The "Options dialog" tab is selected. It contains a checkbox labeled "Show lines at Tree-View root". The "Install dialog" tab is selected. It contains a checkbox labeled "Show Sub-process progress bar". The "Finished dialog" tab is selected. It contains a checkbox labeled "Show 'restart computer'" and a checkbox labeled "Force reboot". It also has a checkbox labeled "Launch Program File" and a checkbox labeled "Checked by default". Below these is a text field labeled "File:" with the value "<InstallDir>\Game.exe" and a "Browse..." button. At the bottom, there is a checkbox labeled "Open Readme File" and a checkbox labeled "Checked by default". Below these is a text field labeled "File:" and a "Browse..." button.

Dialogs: Options, install and finished

Options dialog

☐ Show lines at Tree-View root

Install dialog

☐ Show Sub-process progress bar

Finished dialog

☐ Show 'restart computer' ☐ Force reboot

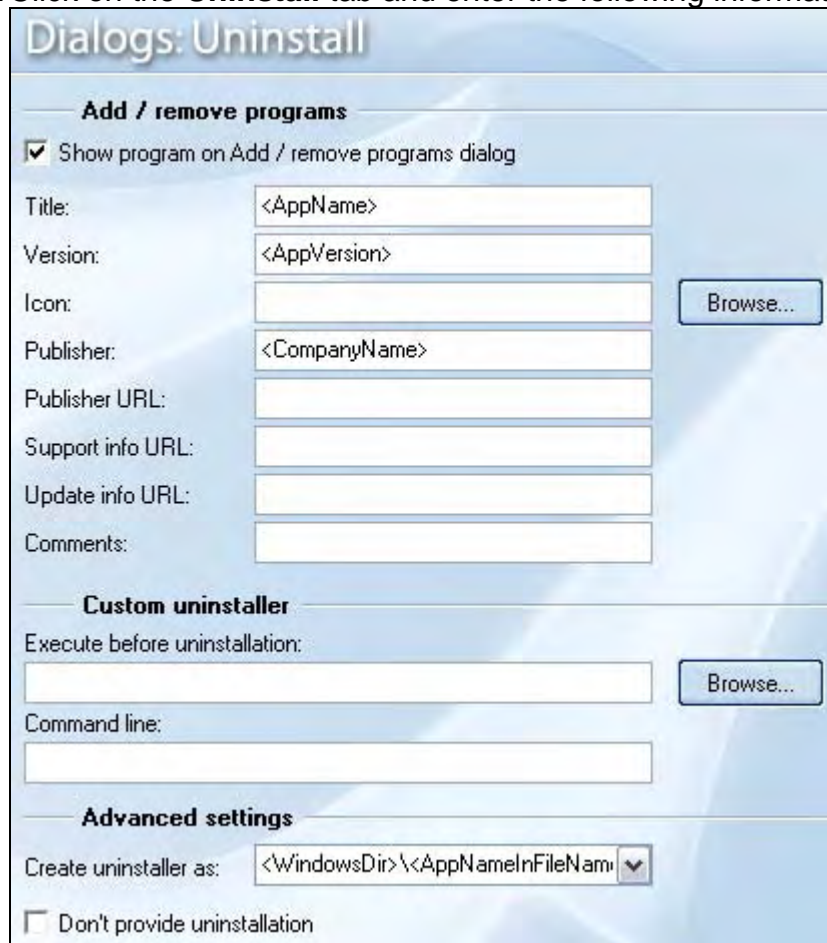
☒ Launch Program File ☒ Checked by default

File: <InstallDir>\Game.exe

☐ Open Readme File ☐ Checked by default

File:

11. Click on the **Uninstall** tab and enter the following information:



The image shows a software configuration window titled "Dialogs: Uninstall". It is divided into three main sections: "Add / remove programs", "Custom uninstaller", and "Advanced settings".

Add / remove programs

- ☒ Show program on Add / remove programs dialog
- Title: <AppName>
- Version: <AppVersion>
- Icon: [Text Field] [Browse...](#)
- Publisher: <CompanyName>
- Publisher URL: [Text Field]
- Support info URL: [Text Field]
- Update info URL: [Text Field]
- Comments: [Text Field]

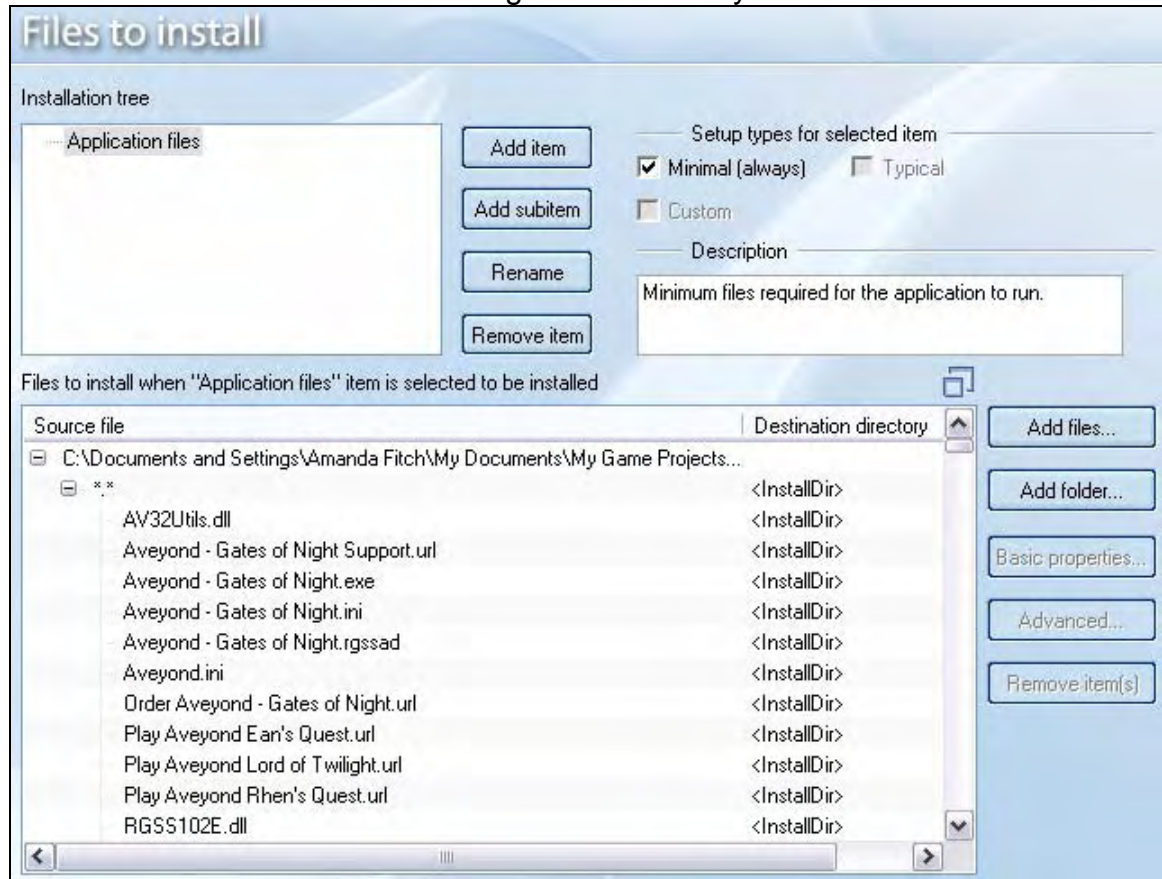
Custom uninstaller

- Execute before uninstallation: [Text Field] [Browse...](#)
- Command line: [Text Field]

Advanced settings

- Create uninstaller as: <WindowsDir>\<AppNameInFileName> [Dropdown Arrow]
- ☐ Don't provide uninstallation

12. Click on the **Files to install** tab. Then click on the **Add folder** button. Navigate to the folder that contains your game. Highlight this folder and click **OK**. You should see something like this when you are done:



13. Click on the **Shortcuts** tab. On this tab you will create shortcuts to your game. These shortcuts will put a link to your game on the player's desktop and create a section for you in the Window's *All Programs* list. In the *All Programs* list, a link to play your game and uninstall it is added.

System changes: Shortcuts		
Link target	Link name	Working directory
<UninstallerName>	<ShortcutDir>\<AppName> Uninstaller.lnk	<InstallDir>
<InstallDir>\Game.exe	<ShortcutDir>\Sword Quest.lnk	<InstallDir>
<InstallDir>\Game.exe	<DesktopNt>\Sword Quest.lnk	<InstallDir>
<InstallDir>\Game.exe	<Desktop>\Game.lnk	<InstallDir>

14. Click on the **System requirements** tab and enter the following information:

System requirements			
Required Operating systems			
Windows 98 or higher	▼	Build:	0
Windows 2000 or higher	▼	Service pack:	0
Required CPU			
Manufacturer:	Either / Don't care ▼		
CPU type:	Intel Pentium II ▼ / Any ▼		
CPU Speed:	300 MHz		
Miscellaneous system requirements			
Minimum RAM:	256 MB		
Resolution:	640 480 8 ▼ bits		
Multimedia:	<input checked="" type="checkbox"/> Wave playback support <input checked="" type="checkbox"/> Midi playback support <input type="checkbox"/> Joystick		
Software components			
DirectX Version:	8 . 0		
Java (JRE) version:	None required ▼		
.NET Framework version:	None required ▼		

15. If you would like to change the installer graphic for your game, modify this:
[Astrum Directory] / Themes / Window Installer Theme / main image.bmp
16. Click **File > Save Project**. Create a name for your project and save. The project for your installer *and* your installer will be stored in this location. The two files look like this:
 - SwordQuest.ai2—Astrum Install Wizard Project
 - SwordQuest.exe—The installer for your game
17. Click the **Create setup** tab and click the **Create setup** button. An installer is built for your game!
18. Click **Test run**. The installer for your game launches.
19. Go to the directory where you save your project. You should see the installer for your game in this directory as well.

Upload Installer to Website

Yes, it may seem obvious, but... once you've create the installer for your game, you should upload is to website. So...

1. Go to the directory where your installer is located.
2. Upload this installer to your website.
3. Note the place where you uploaded this installer. For example:
<http://NinjaSwordGames/SwordQuest.exe>

Protect Your Game

You are reading this because you don't want to give away your game for free. You don't want users to play your full game without paying you for it. The solution? You need let users "test drive" your game, but not finish your game.

Here are two popular try-before-you-buy methods:

- Let the user play for a specific period of time and then nuke the game. Once the game is nuked, it will no longer run until the user purchases the game. (DRM)
- Let the user play a small part of the game. The user can play this part over and over again, but not get further in the game. (Demo)

Use DRM

- **DRM Cost = \$300**
- **DRM suggestion = SoftwarePassport**

DRM? What the heck is this thing?!? DRM stands for Digital Rights Management. You use it to limit *how long* a user can play your game.

DRM works like this:

1. User downloads game & installs (23 MB)
2. User plays for one hour. After one hour, the game will no longer play and the User is told they can continue to play the game if they purchase it.
3. User purchases game
4. You send User an unlock code.
5. User enters unlock code into game.
6. User plays full-version of game.

DRM has the following advantages over a demo:

- No need to have both a demo EXE and full-version EXE on your website.
- User can't pass around full-version of game to everyone. With DRM, if the User moves the game to any other computer, the game can only be played for 1 hour and then the "Buy Me" prompt appears.
- User can instantly continue game after purchase. No need for user to download two games.

What the DRM in this tutorial does:

- When your game loads and unloads, a small pop-up window appears which asks the User if they would like to Buy the game. This button is linked to your order page on Plimus.
- This same pop-up window has an Enter Key button. When the User clicks this button, the user can enter a key to make the pop-up window go away forever.
- After 1 hour, the DRM will stop the User from playing your game. The user must purchase the game to continue.

Ready to wrap your Game.exe with a snuggly DRM wrapper? Let's get started!

Wrap Your Game with DRM

1. Go to the Silicon Realms website and purchase SoftwarePassport Win32.
<http://www.siliconrealms.com/>
2. Open SoftwarePassport.
3. Click **New Fast Project Protect**
4. Click **File > Save Project As**
5. Create a folder on your computer for your SoftwarePassport project & save your project.
6. Make a copy of your Game.exe and put it in the folder that contains your SoftwarePassport project.
7. In the *ARM filename* field, enter the name of your project.
for example: Sword_Quest
8. In the *Files to Protect* field, click **+** and add your Game.exe (the one in your SoftwarePassport folder)

9. In the *Encryption Key* field, enter a random value like this:
Bhjjeiodnkiefkllsdk
10. At the top of the page, Click **Advanced Protect**
11. When the little dialog box opens, click **Yes**.
12. By default, the **Protection Information** tab opens.
13. In the *Application Version* field, enter **1.0**
14. In the *Website* field, enter the URL to your website.
For example: <http://ninjasword.com>
15. In the *Application Splash Screen* drop-down list, select **No Splash Screen**
16. Click on the **License Certificate** tab.
17. In the *Existing License Certificate List*, select **PurchasedLicense**
18. Click **Unlock**.
19. In the *Key Style* drop-down list, select **Standard**
20. In the *Key Type* drop-down list, select **ShortV3**
21. Mark the **Allow Key Strings** checkbox.
22. Save your changes.
23. Click on the **Key Expiration** tab within the *License Certificate* tab.
24. In the *Existing License Certificate List*, select **TrialLicense**
25. Click **Unlock**.
26. Mark the **Does Key Expire** checkbox.
27. Mark the **Time after key entered** checkbox.
28. In the *Maximum time per run* field, enter: **01:00:00**
29. In the *Maximum total time* field, enter: **00:01:00:00**
30. Mark the **Nuke program when timer expires** checkbox.
31. Mark the **Full screen capability** checkbox.
32. Save your changes.
33. Click on the **Reminder Screens** tab within the *License Certificate* tab.
34. Mark the **Reminder Message**, **Expire Message**, and **Purchase Reminder** checkboxes.

Note: You can click on the orange bubbles to format your messages. You can use HTML, text, or bitmaps. Your messages will appear in the pop-up dialog boxes when your game starts, the player closes, the game, or the game expires. If you use HTML, these code snippets are very helpful:

- ``
- `` — link to order page
- `` — close dialog box & play game
- `` — link to unlock game
- `%DAYSLEFT%` — time left before trial runs out

35. Click on the **Build Project** tab.
36. Click **Protect**.
37. Your Game.exe is wrapped with DRM!
38. Drag your DRM-wrapped Game.exe into your game project. This exe should overwrite your existing Game.exe.

Note: If you ever need to retrieve your original Game.exe, go to your SoftwarePassport Project folder and rename Game.exe.PreARM to Game.exe. This is your original exe.

Note: If you need a template for your SoftwarePassport project, let me know and I'll email one to you. My email is admin@amaranthia.com

Use Demo

- **Demo Cost = Free**

A Demo is a part of your game that a user can play. You use it to limit *how far* the user can play in your game.

A demo works like this:

1. User downloads demo & installs (5 MB)
2. User plays demo
3. User purchases game
4. You send User a link to the full-version of the game
5. User uninstalls Demo
6. User downloads full-version & installs (23 MB)
7. User plays full-version of game.

Demo has the following advantages over DRM:

- Free!
- No problems with anti-virus vendors flagging your game as a virus. (DRM-wrapped games are sometimes mistaken as viruses)

What else does Demo bring to the table?

- Customize demo so that some features are disabled.
- When your game loads and unloads, a small pop-up window appears which asks the User if they would like to Buy the game. This button is linked to your order page on Plimus.
- This same pop-up window has an Enter Key button. When the User clicks this button, the user can enter a key to make the pop-up window go away forever.
- After 1 hour, the DRM will stop the User from playing your game. The user must purchase the game to continue.

What the Demo in this tutorial does:

- When your game loads and unloads, a small pop-up window appears which asks the User if they would like to Buy the game. This button is linked to your order page on Plimus.

Create Your Demo's Buy Now Page

1. Create a folder on your desktop called **MyDemo**.
2. Put the following images into this folder:
 - **title.jpg** (a picture of your game's logo. 500x100)
 - **buy.jpg** (a picture of your "buy now" button. 167x43)
3. Click **New Fast Project Protect**
4. Click **File > Save Project As**
5. Open an empty text file in a text editor like Notepad. Copy and paste the following code into the editor. When you are done, save the file in the MyDemo folder as **style.css**

```
.prodName { font-family: Verdana, Arial, Helvetica, sans-serif;
            font-size: 18px;
            color: #666666;
            font-weight: bold; }

.prodPrice {font-family: Verdana, Arial, Helvetica, sans-serif;
            font-size: 36px;
            color: #009900;
            font-weight: bold; }

.website { font-family: Verdana, Arial, Helvetica, sans-serif;
            font-size: 18px;
            color: #009900;
            font-weight: bold; }

.website A:visited {COLOR: #009900; TEXT-DECORATION: none;}
.website A:hover {COLOR: #009900; TEXT-DECORATION: underline;}
.website A:link {COLOR: #009900; TEXT-DECORATION: none;}
.website A:active {COLOR: #009900; TEXT-DECORATION: underline;}

.text { font-family: Verdana, Arial, Helvetica, sans-serif;
        font-size: 12px;
        color: #000000;
        font-weight: bold;}

.text A:visited {COLOR: #000000; TEXT-DECORATION: underline;}
.text A:hover {COLOR: #009900; TEXT-DECORATION: underline;}
.text A:link {COLOR: #000000; TEXT-DECORATION: underline;}
.text A:active {COLOR: #000000; TEXT-DECORATION: underline;}

.special {font-family: Verdana, Arial, Helvetica, sans-serif;
          font-size: 12px;
          color: #228B22;
          font-weight: bold; }

.table1 { font-family: Verdana, Arial, Helvetica, sans-serif;
          font-size: 12px;
          color: #666666;
          background-color: #FFFFFF;
          border: 13px solid #000000; }
```

```
.table2 { font-family: Verdana, Arial, Helvetica, sans-serif;
font-size: 12px;
color: #666666;
background-color: #FFFFFF;
border: 1px solid #7F2DA7;}
```

6. Open an empty text file in a text editor like Notepad. Copy and paste the following code into the editor. When you are done, save the file in the MyDemo folder as **demoscreen.html**

```
<html>
<head>
<title>You are Playing a Trial Version of GAME NAME</title>
<link rel="stylesheet" type="text/css" media="all" href="styles.css" />
</head>
<body bgcolor="#FFFFFF">
<center>
<table class="table1" cellspacing="0" cellpadding="0">
<tr>
<td align="left" valign="top">
<table class="table2" border="0">
<tr>
<td width="455" colspan="2" align="center">

</td>
</tr>
<tr>
<td width="197" align="left" valign="top">
<a href="purchase-page"></a>
</td>
<td width="258" valign="top" align="left"><span class="prodPrice">$19.99
USD</span></td>
</tr><tr><td colspan="2"><table cellpadding="10"><tr><td>
<span class="text">
This is a trial version of GAME NAME. The first part of the game is free,
but to play the entire game, you need to <a href="http://www.purchase-
page.com">purchase it</a>.
</span>
</td></tr></table>
</td>
</tr>
</table>
</td>
</tr>
</table>
</center>
</body>
</html>
```

7. In demoscreen.html, modify following information for your game and save your changes.
 - GAME NAME: Replace this with the name of your game.
 - www.purchase-page.com: Replace this with the order page for your game. If you have not set this up, don't worry. We will do this in the next section, which is called *Get an Order Processor*.

Now, when you open demoscreen.html in a browser, you should see a page that looks like this:



Create Your Demo

Because you are not using a DRM, you must create a version of your game that only contains a few areas or limited gameplay. I can't walk you through this part, but I'm sure you know what to do. Once you've created your demo and tested it, go on to the next section.

Attach Your Buy Now Page to Your Demo

When you have created a demo for your customers, you need to link it to your buy now page. The buy now page should launch when your game launches AND when your game exits.

1. Move the contents of the **MyDemo** folder into the folder that contains your demo.
2. Open the source code for your demo. In the startup routine, make the game open demoscreen.html.
3. In the exit routine, make the game open demoscreen.html.
4. Test your game to make sure this file opens.

Note: demoscreen.html should be in your demo folder, not on your web server.

Finishing Up

To finish up, you'll need to complete the next section, *Get an Order Processor*.

After you've done this, you need to create an installer for your demo. Don't create the installer until you've set up your order processor. You'll need to update an important link in demoscreen.html that you can only get from your order processor.

When you've created an installer for your demo, upload your demo to your website.

Get an Order Processor

- **Cost = 8-10% of all sales**
- **My suggestion = Plimus**

You have reached the final stage that is required to sell your game! How are you feeling? Like you just ran a marathon? I don't doubt it. You're in the home stretch, so hang in there!

To actually sell your game, you need an order processor. An order processor collects payments from your customers. For a small percentage, an order processor will take the payments for your game via credit cards, PayPal, mail, fax, phone, and camel.

My favorite order processors are Plimus and BMT Micro.

Note: You may have noticed that I did not list PayPal as an order processor. PayPal only take around 3-5% per sale, but it is a very limited order processor. It doesn't take many payment forms, has poor transaction tracking, no piracy protection, etc. Worse, when you do your taxes, you have to track every sale and pay taxes on these sales. AND your bank account will make you pay if you have too many transactions per month. With the other order processors, you don't have to do this. You receive a royalty check every month. One bank transaction. No paying taxes per game sold.

If an order goes through, the same order processor will send out an unlock key for your game to the person who bought it. Sounds like magic, eh? Not quite. the SoftwarePassport and Plimus people work together. I'll show you how to plug SoftwarePassport and Plimus together in the next section, but for now, let's get your order processor set up.

DRM Order Processor Setup

Set up Your Order Processor

Creating an account with an order processor is free if you use Plimus or BMT Micro. In this section, I'm going to use Plimus since it is my preferred order processor.

1. Go to <http://home.plimus.com>.
2. Click **Register**.

3. Complete the registration form.
Note: You must have a valid website. If you haven't set up your website, go back to the beginning of this guide for steps.
4. Wait for Plimus to accept you as a seller (it can take a few days).
5. Log into your Plimus Seller account:
https://secure.plimus.com/jsp/developer_login.jsp
6. Click **New Project**
7. Enter information about your product in the *BuyNow Product Wizard*:

BuyNow Product Wizard

Product Name*:

Product Info URL:

Trial Download URL:

Product Image: [> My Images](#)

Short Description*:
max. 500 char

Description:
max. 4000 char

Price: \$

Minimum quantity:

8. Click **Submit**.
9. Scroll to the bottom of the page and click **Full Version**.
10. On the *General* tab, modify the information about your product. *Do not change the BuyNow URL.*
11. Click **Submit**.
12. Click **Account**.
13. Click **Email Template**.
14. Create a new email template. Here are some example values:
 - Select template—New
 - Template name—Ninja Sword Games Purchase Order
 - Description—Send to people who have purchased a game.
 - From (email)—admin@ninjasword.com
 - Email subject—Order Confirmation & License Key – Ninja Sword Games
 - Content type—Plain text
 - Email body—Make sure to include <CUSTOMER_NAME>. This is very important because we are going to use it to generate keys in Plimus.

Dear <CUSTOMER_NAME>,

Thank you for ordering <PRODUCT_NAME> from Ninja Sword Games! The following email is a summary of your order. Please use this as your proof of purchase.

HOW TO ACTIVATE THE FULL VERSION OF YOUR GAME

1. If you have not installed your game, you can download it here:
<PRODUCT_DOWNLOAD_URL>
2. Open the game.
3. When the Buy Now screen opens, click Enter Key.
4. In the Name field, enter the name you used to purchase the game.
Your Name is: <CUSTOMER_NAME>
5. In the Key field, enter the key you received in this email. Your key is:
<LICENSE_KEYS>

TROUBLESHOOTING REGISTRATION

If you downloaded the game from another site and purchased the game from us, you need to install the game from our site. Do the following:

1. Uninstall <PRODUCT_NAME> from your computer.
2. Re-download <PRODUCT_NAME> from:
<http://www.ninjasword.com>
3. Reinstall <PRODUCT_NAME> (the one you just downloaded).
4. Complete the activation steps that you followed earlier in the section above.

Or, if you downloaded the game from us and your key doesn't work:

1. Email us at admin@ninjasword.com to get a new key.

QUESTIONS REGARDING DOWNLOAD, TECHNICAL SUPPORT & BILLING

For assistance with the product you have purchased, please contact admin@ninjasword.com or visit our website www.ninjasword.com.

YOUR ORDER INFORMATION

Product Name: <PRODUCT_NAME>
Product Number: <PRODUCT_NUMBER>
Order Number: <INVOICE_ID>

YOUR KEY INFORMATION

Name: <CUSTOMER_NAME>
Key: <LICENSE_KEYS>

GAME DOWNLOAD INFORMATION

If you already have <PRODUCT_NAME> installed, you do not need to re-download the game. If you need to re-download the game, you can get it here: <http://www.ninjasword.com>

BILLING INFORMATION

<CUSTOMER_NAME>
<CUSTOMER_ADDRESS1>
<CUSTOMER_ADDRESS2>
<CUSTOMER_CITY> <CUSTOMER_STATE>
<CUSTOMER_ZIPCODE>
<CUSTOMER_COUNTRY>
<CUSTOMER_EMAIL>

SHIPPING INFORMATION

If you added a CD to your order, the CD will be shipped to this address:

<SHIPPING_FIRST_NAME> <SHIPPING_LAST_NAME>
<SHIPPING_ADDRESS1>
<SHIPPING_ADDRESS2>
<SHIPPING_CITY> <SHIPPING_STATE> <SHIPPING_ZIPCODE>
<SHIPPING_COUNTRY>

15. Click **Submit**.
16. Click **Account**.

17. In the *My Products* List, click on your game. (for example, Sword Quest)
18. On the *General* tab, click **Full Version**.
19. Click the **Order Email** tab.
20. In the *Select template* field, select **Ninja Sword Games Purchase Order**
21. Click **Submit**.
22. Click **Download File**.
23. Upload your game's installer exe through this page. Now, when someone purchases your game, they will be able to download it from the Plimus website. Although this sounds great, only people who have purchased something from you can do this, so you still need to host your game on your website. This feature also allows your users to purchase a CD when they buy your game from Plimus.

Okay, we're done for now. In the next section, I'll show you how to make Plimus and SoftwarePassport work together.

Connect SoftwarePassport to Plimus

This makes the **Buy Now** button in the dialog box (appears when User starts new game / exits game) go to your order page on Plimus.

1. Log into your Plimus Seller account:
https://secure.plimus.com/jsp/developer_login.jsp
2. In the *My Products* list, select the project for your game.
3. Scroll down to the bottom of the page and click **Full Version**.
4. Copy the link in the **Buynow URL** field.
5. Open the SoftwarePassport project for your game.
6. Click on the **License Key** tab.
7. In the *Existing License Certificate Lists*, select **TrialLicense**.
8. In the *Website Address* field, paste the **Buynow URL** you copied in step 4. (ex: <https://www.plimus.com/jsp/buynow.jsp?contractId=9984468>)
9. Click the **Build Project** tab.
10. Click **Protect**.
11. Exit SoftwarePassport.
12. Replace the old Game.exe in your game project with the newly wrapped Game.exe.
13. Click on the DRM-wrapped Game.exe. When the dialog box pops up, click on the Buy Now button. Make sure that the order page for your game opens.

Connect Plimus to SoftwarePassport

This step lets Plimus generate unlock keys for your game. When a user purchases your game, Plimus will immediately send an email with the unlock key to the user.

Remember the order email text above? That's what will be sent out to your users. Notice the section for the unlock key.

1. Open the SoftwarePassport project for your game.
2. Click on the **License Key** tab.
3. In the *Existing License Certificate Lists*, select **PurchaseLicense**.
4. Click **Unlock**.
5. Copy the value in the *Encryption Key* field. (ex: fdjaljdfjladjfsdf)
6. Close SoftwarePassport.
7. Log into your Plimus Seller account:
https://secure.plimus.com/jsp/developer_login.jsp
8. In the *My Products* list, select the project for your game.
9. Scroll down to the bottom of the page and click **Full Version**.
10. Click **License Keys**.
11. In the drop-down list, select **Armadillo registration keys**.
12. The page reloads with lots of new fields.
13. In the *Armadillo Encryption Template* field, paste the value you copied in step 5.
14. In the *Version* list, select **3 (Short)**.
15. In the *Signature Level*, select **10**.
16. Make sure
17. In the *Key String* field, delete the existing value and enter:
<CUSTOMER_NAME>
18. Click **Submit**.
19. Click the **General** tab.
20. Click the **Test BuyNow** button.
21. Fill out the dummy order form and submit.
22. Check your email. You should get two emails. One to you (the Seller) and one for the customer. Pay special attention to the email for the customer. Make sure there are no spelling mistakes and most importantly, attempt to unlock your DRM-wrapped Game.exe with the key in the order email. If the key unlocks the game, great! If not, make sure the key template in your SoftwarePassport and Plimus project match. From my own experience, it is best to have a template with English letters in it.

DEMO Order Processor Setup

Set up Your Order Processor

Creating an account with an order processor is free if you use Plimus or BMT Micro. In this section, I'm going to use Plimus since it is my preferred order processor.

24. Go to <http://home.plimus.com>.

25. Click **Register**.

26. Complete the registration form.

Note: You must have a valid website. If you haven't set up your website, go back to the beginning of this guide for steps.

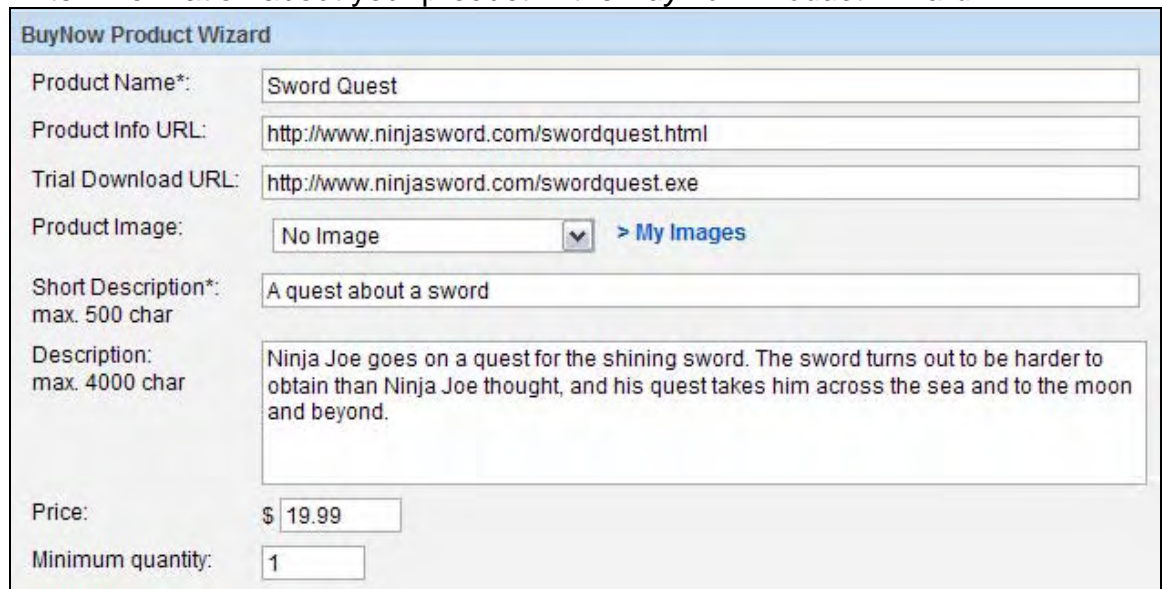
27. Wait for Plimus to accept you as a seller (it can take a few days).

28. Log into your Plimus Seller account:

https://secure.plimus.com/jsp/developer_login.jsp

29. Click **New Project**

30. Enter information about your product in the *BuyNow Product Wizard*:



The screenshot shows the 'BuyNow Product Wizard' form. It contains the following fields and values:

- Product Name*:** Sword Quest
- Product Info URL:** <http://www.ninjasword.com/swordquest.html>
- Trial Download URL:** <http://www.ninjasword.com/swordquest.exe>
- Product Image:** No Image (dropdown menu) with a link to > My Images
- Short Description*:** A quest about a sword (max. 500 char)
- Description:** Ninja Joe goes on a quest for the shining sword. The sword turns out to be harder to obtain than Ninja Joe thought, and his quest takes him across the sea and to the moon and beyond. (max. 4000 char)
- Price:** \$ 19.99
- Minimum quantity:** 1

31. Click **Submit**.

32. Scroll to the bottom of the page and click **Full Version**.

33. On the *General* tab, modify the information about your product. *Do not change the Buynow URL.*

34. Click **Submit**.

35. Click **Account**.

36. Click **Email Template**.

37. Create a new email template. Here are some example values:

- Select template—New
- Template name—Ninja Sword Games Purchase Order
- Description—Send to people who have purchased a game.

- From (email)—admin@ninjasword.com
- Email subject—Order Confirmation & License Key – Ninja Sword Games
- Content type—Plain text
- Email body—Make sure to include <CUSTOMER_NAME>. This is very important because we are going to use it to generate keys in Plimus.

Dear <CUSTOMER_NAME>,

Thank you for ordering <PRODUCT_NAME> from Ninja Sword Games! The following email is a summary of your order. Please use this as your proof of purchase.

HOW TO ACTIVATE THE FULL VERSION OF YOUR GAME

Please download the full version of your game here:
<PRODUCT_DOWNLOAD_URL>

QUESTIONS REGARDING DOWNLOAD, TECHNICAL SUPPORT & BILLING

For assistance with the product you have purchased, please contact admin@ninjasword.com or visit our website www.ninjasword.com.

YOUR ORDER INFORMATION

Product Name: <PRODUCT_NAME>
Product Number: <PRODUCT_NUMBER>
Order Number: <INVOICE_ID>

BILLING INFORMATION

<CUSTOMER_NAME>
<CUSTOMER_ADDRESS1>
<CUSTOMER_ADDRESS2>
<CUSTOMER_CITY> <CUSTOMER_STATE>
<CUSTOMER_ZIPCODE>
<CUSTOMER_COUNTRY>
<CUSTOMER_EMAIL>

SHIPPING INFORMATION

If you added a CD to your order, the CD will be shipped to this address:

<SHIPPING_FIRST_NAME> <SHIPPING_LAST_NAME>
<SHIPPING_ADDRESS1>
<SHIPPING_ADDRESS2>
<SHIPPING_CITY> <SHIPPING_STATE> <SHIPPING_ZIPCODE>
<SHIPPING_COUNTRY>

38. Click **Submit**.
39. Click **Account**.
40. In the *My Products* List, click on your game. (for example, Sword Quest)
41. On the *General* tab, click **Full Version**.
42. Click the **Order Email** tab.
43. In the *Select template* field, select **Ninja Sword Games Purchase Order**
44. Click **Submit**.
45. Click **Download File**.
46. Upload the your game's full-version installer exe through this page. Now, when someone purchases your game, they will be able to download it from the Plimus website. This feature also allows your users to purchase a CD when they buy your game from Plimus.
Note: Only a customer who has purchased a game can download it.

Okay, we're done for now. In the next section, I'll show you how to make Plimus and your Demo work together.

Connect Your Demo to Plimus

This makes the **Buy Now** button in the dialog box (appears when User starts new game / exits game) go to your order page on Plimus.

1. Log into your Plimus Seller account:
https://secure.plimus.com/jsp/developer_login.jsp
2. In the *My Products* list, select the project for your game.
3. Scroll down to the bottom of the page and click **Full Version**.
4. Copy the link in the **Buynow URL** field.
5. Open demoscreen.html in a text editor.
6. In demoscreen.html, replace <http://www.purchase-page.com> with the Buynow URL that you copied in step 4.
7. Play your demo. When the buy now dialog box opens, make sure that the buy now button goes to your order page on Plimus.

Test Your Order Processor Setup

1. Log into your Plimus Seller account:
https://secure.plimus.com/jsp/developer_login.jsp
2. In the *My Products* list, select the project for your game.
3. Scroll down to the bottom of the page and click **Full Version**.
4. Click the **General** tab.
5. Click the **Test BuyNow** button.

6. Fill out the dummy order form and submit.
7. Check your email. You should get two emails. One to you (the Seller) and one for the customer. Pay special attention to the email for the customer. Make sure there are no spelling mistakes.

Note: You will not be able to download the full game in test mode.

Beta Test Your Order System!

After you have all of the sales mumbo jumbo set up, update your installer with the game and upload your new game installer to your website. Grab a bunch of new testers and make sure that your demo or DRM-wrapped game works as it should.

If you are using DRM, practice making keys for your users in SoftwarePassport. (Load project in SP > Keys > Create Key > Click Purchase License > Enter User's name in the *Name to register this key to* field > Generate.)

Go Sell Your Creature!

And that's all I have to say! Make sure that you update your installer with all of these changes. Then upload your game to your website. If any additional changes are made to your game, make sure to upload the new version to Plimus as well.

Good luck and if you need help, let me know.

Amanda Fitch
Amaranth Games, LLC
www.amaranthia.com