



13 STEPS TO LAUNCH A SUCCESSFUL NFT PROJECT

Tips, Tools & Resources You Need to
Sell-Out Your Mint

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INTRODUCTION



- This book introduces 13 great steps that are the foundation for having a sold-out, successful NFT mint. If you are looking to drop your NFTs for the first time or you have had several failed attempts, then this book is for you. Reading it will not only give you an edge over other creators but will also equip you with resources & tools that will help you with your launch.

Going forward, I would like to ask you a question:

Why do most business startups fail?

Well, there are tons of reasons why they do, your answer is probably just a tiny fraction of the many reasons why they fail.

Forbes estimates that %90 of new businesses fail, and NFT startups are not exempt from this.

NFTs are having a significant impact on business. Since the introduction of social media, we haven't witnessed an innovation's impact or level of excitement be this significant.

Perhaps you're asking why you would want to enter the NFT space. Well, it is interesting to note that the growing number of NFT enthusiasts are making NFTs sell like hotcakes.

For the first half of January 2022, major NFT platforms like OpenSea achieved an Ethereum trading volume of 2.7\$ billion. Furthermore, according to Financial Times, almost 41\$ billion was spent on NFTs by the end of 2021.

00 INTRODUCTION

- NFTs in this technological revolution allow creators to build brand experiences and interact with their communities in a way that has never been possible before.
- As you read along, this book will shed many light on what might have seemed confusing to you before, and also reveal some tips, tools and resources for you to have a successful NFT mint.
- The ending of each chapter has a worksheet that contains some important questions for you to follow up on and track the progress of your project.



01

STEP 01 CREATE PROJECT GOALS & ROADMAP



- First things first, you need to get your pen and paper and begin outlining your ideas and vision for your projects. Ask yourself some vital questions and brainstorm with like-minds or team members on plans to draw out and execute a realistic roadmap for your project.

As creators, you need to brazen up yourself for the process ahead especially when you are aiming for a massive NFT sellout mint. Of course, good things don't come easily, but following guidelines will make the journey

- ### Define the Goals

Whatever results you're looking for, be sure to define them precisely so that you and your team are both aware of the direction your project is taking. This clarity will also assist you in creating ways to encourage your community to hold onto your NFTs, such as allowing them to participate in minting NFTs in a future collection or offering recurrent airdrops.

You should not expect the goal and roadmap or artist to be similar to that of a musician, they are into NFT for two different reasons which are suitable to their professions. So, as a creator or builder, who is probably neither an artist nor a musician but wants to impact society long-term, you need to get your goals defined for you to kick-start your journey to launching a successful NFT mint.

01 CREATE PROJECT GOALS & ROADMAP

• Decide What Utility Your Audience Will Value

Utility is yet another crucial component of an NFT project's success. What does owning your NFT unlock? What will community members or NFT holders receive if they invest in your project?

Do they receive cryptocurrencies for owning your NFTs or using them to play games with them? Do they work in the metaverse? Does keeping these NFTs provide them access to your digital goods, virtual events, or live events? For example, people who hold three SlyGUYS will have the opportunity to attend a dinner with Sylvester Stallone.

NFT utility is what determines how much the community will value hanging onto your NFT. The NFT will gain value if you give your community access to chances and experiences they value since more people will want to own it.

Since [BAYC's](#) debut in the NFT space, several projects have refined the idea of utility. Here are some examples of utility from some NFT projects around the world.

- [VeeFriends](#) owners get access to VeeCon, a conference for NFT enthusiasts from around the world
- [Eternal Royals](#) allows NFT holders to get a free 1 of 1 print of their NFT
- [ICE Poker](#) allows NFT holders to generate passive income from others playing poker using their NFT wearables

Simply put, the greater the utility your NFT provides, the greater the value it generates, and the greater the demand. Make no mistake, this doesn't mean that NFTs with zero utility can't be successful.

Having said all that, If you need help determining the utility of your NFTs you can consider working with experts or an advisory team (ie, Incubators & Launchpads). [IncubateX](#) for example will not only provide advice about the utility of your project but can work with you step-by-step to ensure a successful launch. You can check this [link](#) for more info.



01 CREATE PROJECT GOALS & ROADMAP

• Design a Realistic Long-Term Roadmap

One of the most difficult challenges in project management is communication among team members, investors, and community members. Did you know that **%80 of team members** spend half of their working hours redoing things as a result of an organization's poor communication? So, this is why having a clear roadmap is crucial.

Having a realistic project roadmap keeps everyone updated with the project's direction and future milestones.

So how do you set your roadmap? You can create a robust roadmap while taking the following steps:

- Set your priorities
- Initiate your project kickoff discussion
- Select the right project management software
- Formulate a project timeline
- Determine the big milestones in your project
- Have your team members communicate about it



You can build roadmaps in Excel, PowerPoint, or by using templates that are available online.

01 CREATE PROJECT GOALS & ROADMAP

- A roadmap that outlines your goals and assures your audience that you are dedicated to the long-term success of your community and your project is necessary if you plan to establish a project in the NFT space.
- In essence, a roadmap is essential for outlining a brand map of what participants in the community can anticipate receiving in the future. Simple examples include offering to hold a giveaway at specific stages, a whitelist token at the following launch, or exclusive access to a premium experience.
- A roadmap also aids in managing your community's expectations for your NFT project and keeps them interested and fired up about it, helping you grow your community. Your community members are more likely to support you and spread the word about the project to everyone who will listen if they are enthusiastic about your roadmap.

Let's take Dippies Roadmap for instance, it looks like a timeline that fades away when you scroll down the page, keeping website visitors engaged. It also focuses on building a community as the first task.



phase-one.

BOUNTY FOR KING/QUEEN DIPPIE

As we began brainstorming a roadmap, we knew we wanted to create a sense of excitement and suspense by giving every member of our community something to look forward to. If you mint the King/Queen Dippie (there are two of each) you will be sent 3 ETH straight to your wallet.

phase-two.

DippieStash

Community proposals to influence the future of DippieStash. 5% of primary mint and 25% of all secondary market royalty will be put in the DippieStash. Owning a Dippie grants you access to vote on how the funds are used and the opportunity to apply for paid positions within the community. This would also ensure long-term stability of the project. With the funds we can choose to donate to various hippie related causes, empower our artist community, create a virtual Woodstock in the metaverse and so much more.

phase-three

MERCH

Who wouldn't want to flex their Dippie drip IRL? The community will create and vote on the merchandise they want to rock. All Dippie holders would be able to receive discounts from all items on our store as well.

phase-four.

RELEASING THE VANS

As soon as we successfully complete our launch we will begin working on our next big thing; the vans! All dippies need a slick companion; what better than some vans to roam around in the *metaverse*? The vans are claimable by all Dippie holders 4-6 weeks after launch. With a 1:1 ratio. This means that if someone holds 10 Dippies, they could then claim 10 Vans. The Vans are for free so holders only have to pay gas! **The vans will have utility.** We will be posting some sneak peaks on our [discord](#).

phase-five

RELEASE OF ROADMAP 2.0

After Roadmap 1.0 Completion, we will release our Roadmap 2.0 which will focus on various real-life utility aspect and metaverse opportunities.

Photo credits: Dippies



01 CREATE PROJECT GOALS & ROADMAP

- You get to celebrate with the community each time you reach a new milestone on your roadmap and see how excited they are to be a part of the community and experience those accomplishments. They'll want to keep discussing that online, on Twitter, on Discord, and any place else they have social connections.
- So watching the different stages of your roadmap come to fruition is exciting, not just for you as the NFT creator but also for the community that supports your project.
- As you lay out your roadmap, you don't need to include exact dates. Even better, you don't even need to know precisely when you'll plan for the subsequent stage of your project. Your roadmap is a fluid, ever-evolving document that informs your community about the direction your NFT project is taking. With the right communication, you can make modifications to your roadmap as necessary.



WORKSHEET

This section is all about organising your project goals and roadmaps

If you are a newcomer, first you need to ask yourself why are you doing this? Why did you decide to come into the creator space?

Am I creating art or am I building a company? Has my idea been done before? Do you have a team? If yes, what are their roles and responsibilities for the project?

Provide your answers in the space below

Having asserted your reasons, this is where you need to sketch out the idea for your project. What skills are you bringing? Are you a photographer who wants to inspire your potential holders with your NFT photos? OR you are an artist that can do amazing things with your artwork?

List out what you can do, the general solutions and benefits you can provide with your NFTs.

Create your list here



WORKSHEET

Write out what specific utility your project intends to give to your community or holders.

Do they receive cryptocurrencies for owning your NFTs or using them to play games with them? Do they work in the metaverse? Does keeping these NFTs provide them access to your digital goods, virtual events, or live events?..etc.

Write out your ideas for utilities out

Write out your long-term roadmap, write a roadmap that will keep your community excited and committed for long-term vision.

Outline your roadmap

Write out a list of competitors here and brainstorm how you can learn from what they're doing and how to innovate

List of your competitors

short note on
how you plan to beat your competitors



02

02 STEP BRAND YOUR PROJECT



Building a brand requires getting off to a solid start. The rest will make sense if you have a compelling initial concept for your brand.

Who do you want to be? This is where you decide your project, name, logo, and colour pallet, and create graphic design material like banners, and social media brand assets.

There is no universal standard for branding success because branding is so subjective. Knowing exactly what your brand is attempting to accomplish beyond sales numbers is essential to evaluating the success of your branding approach.

Branding is so much more than just a name and a logo. A brand is your project's personality. Aside from just introducing a new product or service to the market, you need to define your brand's ethics and your goals. The value of your project can be increased by more than 20 times with the help of the correct brand narrative.

A good project name can be powerful and highly beneficial to the attractiveness of your project. They indicate tone and the intent. They can, if chosen well, inspire and unify action. They're an important part of a company's brand and tone of voice. That's why branding consultants are so highly paid, if not always highly valued.

While you can get inspiration from anywhere to name your projects, you must avoid uninspiring names, and also, you should consider the readability of your name.



02 BRAND YOUR PROJECT

- Colour is one of the first things our brains perceive from a brand, so it's often the first thing that pulls us in, so you should be strategic when choosing colours, and also you want to stay consistent and use the same colours across all branding materials.

• Why is this important?

Branding is how you communicate with your NFT holders or community, differentiate from your competitors, and create a name for yourself in a world full of startups and great ideas.

So, It is okay to establish a brand identity early on so that you have a structured foundation for proceeding in the market and representing the project across different channels.

Now that you are about to create your brand assets and theme, you want to be sure to get the design & pallet right. If you are confident to design your brand yourself, you can make use of [Canva](#), and if not, you can hire a freelancer to do the work for you. Freelancers can be found on [Fiverr](#) or [Upwork](#).



WORKSHEET

This section will help you organise your plan and strategy for building your brand efficiently.

What is your project name?

What colour do you intend to represent your brand with?

Have you implemented strategies to establish your brand identity?
If yes, list them here

Do you have an idea on how your logo, and colour pallet would look like?
If yes, detail here

Write your unique value proposition and messaging statements?



03

03 STEP BUILD YOUR TOKENOMICS



The term “tokenomics,” or “token economics,” has become firmly established among crypto startups. Many startups are now beginning to integrate it into their projects with proper tokenomics.

Tokenomics is an important concept in the NFT field, which is a key factor that can influence the future of your project.

The tokenomics of your project is essentially the combination of token demand and token supply, which allows your projects to:

- grow demand for the token among users of the ecosystem where the token was launched; and
- avoid token inflation (depreciation).

There are a lot of contingent factors outside of price that lead to the sale of an NFT, so selling cheap might not mean your NFTs will sell. Pricing them high is not exactly a good gauge for the true value of your work either.

Now let's look at some tips to help you make an informed decision while going about your NFT pricing.

03 BUILD YOUR TOKENOMICS

• Conduct NFT market research

One of the biggest mistakes a creator can make is price based on intuition. As a creator, it's easy to make decisions based on what you might think the value of your work is, but everything is pretty much speculation until you look at other NFTs around you and what other creators are doing.

Looking at the overall market in order to determine an average mint price is a good starting point. However, you have to bear in mind that not all NFTs and NFT projects are the same.

Not only is there a big difference between an OG project from the early days and one that is being launched today, but it's also important to compare apples to apples.

If you're an unknown artist, there's little point in using established artists as your reference point when figuring out how to price your NFT art. Launching an NFT project that is trying to build a play-to-earn game is entirely different from a project that aims to become a pop culture metaverse brand. It's important to know who you are, what you're good at, and what your immediate peers were able to achieve.

• How many NFTs should you have in your collection?

Knowing how many copies of a particular piece of NFT you're looking to sell is a vital point. The general rule of thumb is – the more copies the lower the price, the fewer the copies, and the higher you can afford to price it due to the rarity of the item. An edition of 10 should always be priced differently from a 1:1 no matter what.

The chances are that if you have only had one or two NFTs in your inventory, it's hard to convince buyers that you're an established artist with a repertoire that will fetch a high resale price later on. On the other hand, having too many unsold NFTs in your inventory further heightens the fact that the demand for your artwork hasn't really picked up yet. So a good healthy number to showcase your creativity and your value as an artist is a good starting point to slowly work up from, and eventually price higher.



03 BUILD YOUR TOKENOMICS

- How many NFTs should you have in your collection?

Generally, you can get more useful tips and expert guidance on building your tokenomics from incubator programs such as [IncubateX](#) and many others. You can read more information about getting expert services [here](#).



WORKSHEET

This section will help you in organising your steps in building tokenomics

Following the guidelines so far, the next step is to build your tokenomics, and for you to build it properly, you have to do some research and evaluate what your competitors are doing.

Write down your answers to the following questions in the space provided.

How are similar projects to yours priced at mint? _____

What did the market look like when they minted? _____

Does the founding team
have members with lots of reach? _____

Did the projects
have influencers as early investors? _____

Having researched your competitors, your findings should help you make a better decision about your project's tokenomics.

Write down your answers to the following questions below.

How many NFTs do you
intend to have in your collection? _____

What is the plan for your
project's NFT royalty percentage? _____

What will be your NFT mint price? _____

What is the estimated the cost to deliver your roadmap? _____



04

04 STEP DESIGN ART THAT WILL APPEAL TO YOUR TARGET AUDIENCE



Now that you already have a clear idea about what your NFT project should look like, and you have kicked off the early stage of project planning, the next thing you should do is create your NFT artwork.

Generally speaking, creating NFT artwork isn't necessarily all that challenging. This is especially true if you're already familiar with the world of crypto and Web3, even for creators who are complete newbies, though, everything might not be as clear as day.

Nevertheless, you should be wary of some factors while creating your artwork. You want to attract and catch the attention of your holders or community, so you should be looking to create art that is unique and stands out in the sea of projects.

NFTs come in several types and forms

- Will your project be a profile picture (PFP) NFT project? (Like World of Women)
- Or will it be a collectible project? (Like VeeFriends)
- Will it provide special access to exclusive events? (Like BAYC)
- Will it be an art auction? (Like Beeple)

04 DESIGN ART THAT WILL APPEAL TO YOUR TARGET AUDIENCE

- Art is a significant factor when people are selecting whether to invest in an NFT project. Your target audience must be drawn to the artwork in your NFT project. You should determine your key demographics, which mostly include gender, age, income, marital status, and educational attainment. The next step is to identify the traits of your audience, which include things like interests, hobbies, previous NFT purchase history, regular activities, etc.



Key Demographics to Determine your Audience
gender, age, income, marital status, interests and educational attainment

Your interests and level of competence will ultimately determine the type of NFT art you create. If you're an excellent photographer, mint your photos; if you want to compose music, mint your music record and sell it online. Likewise, if you are a skilled digital artist, mint your art.

You should choose an art niche you enjoy creating, the sky's the limit when choosing your niche. You might not get the outcome you want if you choose something solely because it's currently hyped or trending.

If you are not a skilled artist, it is advisable to work with an artist that resonates with your vision and can deliver what you're envisioning. You can also collaborate with an artist that already has a community which serves as a double benefit to your project.

This is important because a big component of an NFT project is art and how your art is distinguished.

04 DESIGN ART THAT WILL APPEAL TO YOUR TARGET AUDIENCE

- A designer can assist you in adding some diversity to your imagery by making characteristics, which are transparency layers that sit on top of the NFT. You must choose how many qualities you want to have and what distinguishes one design from another in terms of rarity.

As things get rolling, you'll be able to define exactly how rare your rare traits are; perhaps out of your entire collection, only 7 of them will have a particular trait. Or perhaps every NFT will be unique. And of course, the rarer NFTs tend to trade for higher prices.

The manner and timing of the art's release can also have a significant impact on how well your NFT project performs after launch.

A key strategy for creating anticipation for your launch is to release your artwork beforehand. While a few projects have succeeded without disclosing their art up front, it's challenging to pull off as more people enter the NFT space every day.



04 DESIGN ART THAT WILL APPEAL TO YOUR TARGET AUDIENCE

• Some useful tools to help make your work easier

With the use of a few tools, you may produce your own artwork; these tools make the process as seamless and simple as possible. Also, creators do not necessarily need a huge upfront investment to create and distribute their products since everything takes place in the digital space.

Listed below are a few of them:

NFT Art Generator

The NFT Art Generator is a simple but powerful tool for creating NFTs. With this tool, you can create custom assets quickly and easily, without any prior experience in coding or design. All you have to do to get started is use the drag-and-drop interface to create your art.

Nifty Generator

Nifty Generator lets you generate NFT collections with different traits, complete with metadata for Solana or Ethereum—no coding needed! Just connect your image layers to the platform, then generation starts!

Appy Pie NFT Generator

Appypie, is the free NFT creator software to create your digital art and convert it into an NFT without coding. This platform provides you with the perfect tools needed to create unique, interesting, and exquisite NFT art.

NFT Creator



iPad users can effortlessly build NFT art by importing photos onto the app. You can also add filters, fonts, graphics, and backgrounds to edit the photo and save it. You can target your younger audience by using its trendy features.



04 DESIGN ART THAT WILL APPEAL TO YOUR TARGET AUDIENCE

● Factors to consider when selecting the tools

Here are the crucial factors you need to take into account as you review the various tools for creating nft art:

Editing capacity:

You could make any necessary alterations while making your NFT art. The ideal NFT creation tool must therefore include customization capabilities; this is a need. You must assess each tool that is available and choose the one that best suits your editing needs.

Tools and Templates:

The software you select should offer sufficient tools and templates to make your task easier. Keep in mind that having few tools limits your artistic ability. If you're a beginner, you should hunt for tutorials and guidelines that can explain how to use NFT creation tools and templates.

Precision:

When selecting an NFT creation tool, make sure that the software operates precisely. Keep in mind that while certain types of art are expressive and free, others are precise and specific. Therefore, having a tool that enables you to explore both art genres is advised. The NFT generator tool you select should also generate excellent graphics with attention to even the smallest details.

Watermark:

When you export your artwork, several tools automatically add their own watermark. Make sure the nft creation tool you purchase does not have any such programmed watermarks in light of this. You want to guarantee that your work doesn't have someone else's watermark.



WORKSHEET

• **This section will help evaluate, check your progress, and take steps in designing an NFT artwork that will attract your audience.**

Pick the option that best describes you:

- I am a skilled artist/ creator with required expertise to create an artwork
- I am not an artist and have no experience whatsoever
-
- I am a creator but I have no required expertise to build an artwork.
-

If you selected the first option, then you should go ahead to build your artwork.

If you selected the second option, then you should hire a professional artist that can deliver what you are envisioning. If you went for the third option, you should also consider hiring a professional artist that resonates with your vision. You can hire the services of a skilled NFT freelance designer or artist, some freelancers can be found on [Fiverr](#) or [Upwork](#).

Furthermore, for all three options, you can also collaborate with an artist that already has a community which serves as a double benefit to your project.

• Write out the demographic research you made about your audience (who are they? What do they do..etc)



WORKSHEET

• List the categories of NFTs you want in your collection.

• How will you create your NFT art?



05

STEP 05 FUND YOUR PROJECT: SEED FUNDING



For any project or startup that is just getting off the ground, raising money is one of the most difficult but crucial challenges. This is true whether the startup is developing in Web2 or Web3. However, in contrast to Web2, the Web3 ecosystem enables aspiring creators to use decentralised fundraising strategies that aren't available to conventional startup teams.

Despite the fact that web3 enables creators pre-sell to raise funds to from the public and use those funds to deliver the roadmap and utility, it's crucial to understand that there are expenses related to developing and marketing your NFT project that you must budget for because you will be figuring out how much it costs to deliver the roadmap and funding the project. Depending on how you carry out your project, the cost of starting an NFT project varies.

You should be aware that there are numerous strategies you can use to raise money for your project. First of all, if you are able to, you can decide to finance the project yourself. If not, you can start a fundraising campaign in your immediate network of friends and family in exchange for shares in the project or a percentage of the sales.

Although creators typically sell their NFTs to raise the capital to deliver their roadmaps, some might need a bigger investment to get their project started and to build an advance of selling. Additionally, you might choose the conventional path by obtaining Venture Capital (VC) funding.

There are several Crypto Venture Capital firms out there which can support your NFT projects in their seed stage with more than capital. Most of these supporters offer a network, legal advice, explorer & tools, early liquidity, access to bank loans, content, tutorials and much more.

05 FUND YOUR PROJECT: SEED FUNDING

- Here is a curated list of well-vetted and highly recommended names of Web3 VCs and Launchpads.

Web3 VCs:

Coinbase Ventures
Sequoia Capital
Moonrock Capital

In light of this, incubators and launchpads provide the necessary financing opportunities for your Web3 projects. They can inject money into developing enterprises through the correct channels at the right time in addition to offering deep liquidity. Additionally, incubators have connections with expert financial advisors and venture capitalists. As a result, resources and expertise are easily transferred, enabling your project to succeed.

Companies that receive assistance from launchpads and incubators throughout their early stages of development typically have greater success than those who do not.

Recommended Incubators & Launchpads:

- IncubateX**: They offer its members access to the web3 services they need to successfully launch and market their NFT projects with no upfront cost to the creators! They also have relationships with VCs to assist projects in the pipeline. Learn more [here!](#)
- IBC Group**: is an incubator and accelerator in the blockchain space, with strong relationships with VCs, exchanges, launchpads and influencers.
- NFTLaunch**: it is another platform that concentrates on the launchpads' marketing to make them memorable and well-known.



WORKSHEET

This section allows you to evaluate and determine your funding capacity and helps you to develop a list of potential funding sources.

What is the estimated cost for your project launch?

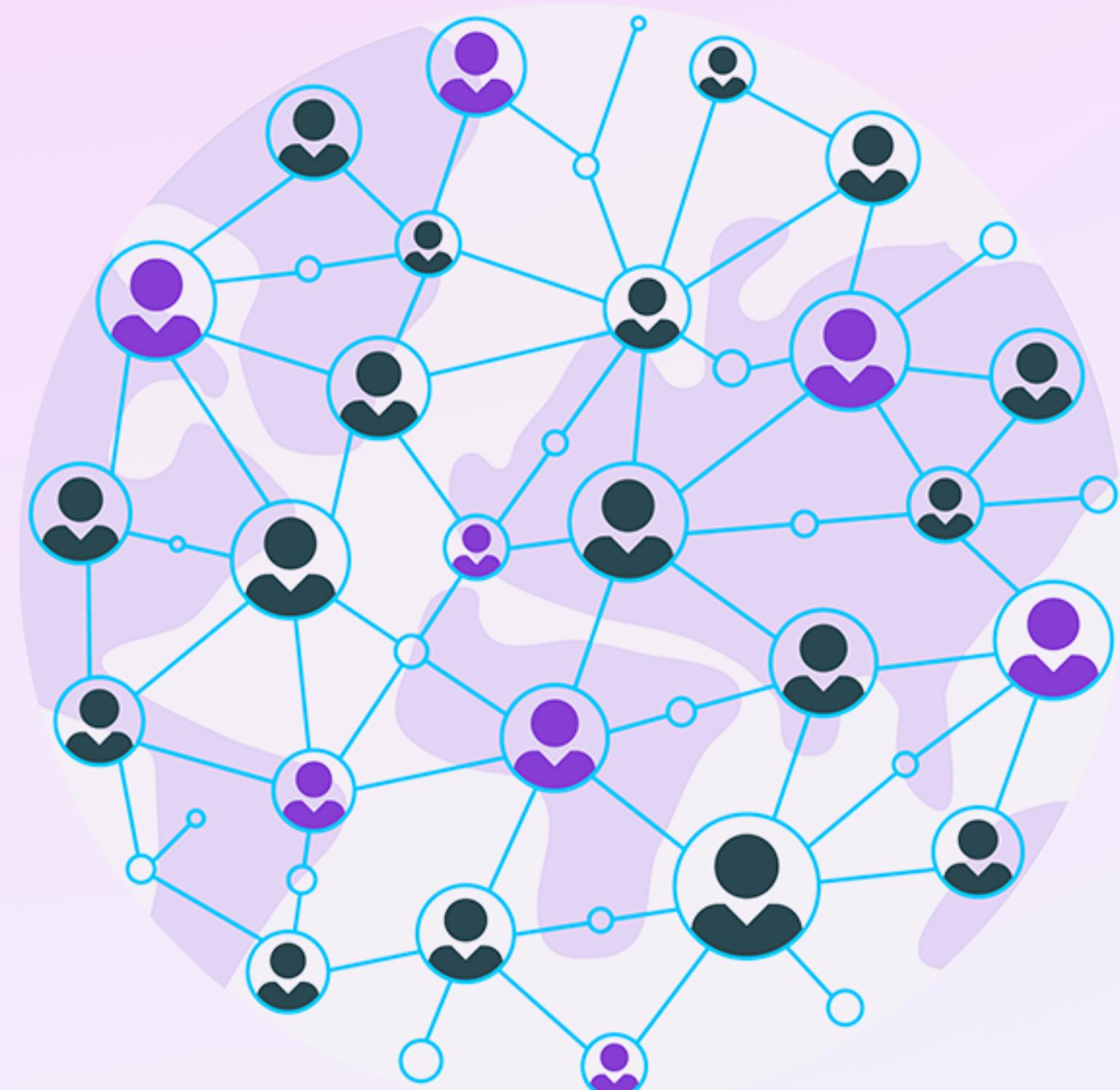
How much will it cost to deliver your roadmap?

What is the amount of money you need to raise before the mint?



06

STEP 06 GET THE WORD OUT! BUILD THE COMMUNITY



The fact that the most well-known NFT projects, such as CryptoPunks and BAYC, are the result of a vibrant community is not a secret. The CryptoPunks Discord service serves as a forum for discussions on punk aesthetics and punk value. "The Bathroom" private digital space on Bored Apes allows Ape owners to utilize it as a graffiti board.

One major factor makes these spaces crucial: nobody wants to invest in a project that lacks growth potential, and the project's community is a huge source from which to determine potential. In other words, if you don't build a community, your project will most likely fail.

Most NFT project owners are in a hurry to get their project launched, and they don't spend enough time establishing a consistent audience interested in their project.

If your community is sizable and powerful enough, investors, supporters, and the media will become interested in your project very soon. Therefore, it is essential to start building your audience right away. You have the chance to create a substantial network of connections inside the blockchain ecosystem using the community approach.

Having the community in place will help ensure the success of your NFT launch. They're the heart and soul of your NFT project.

Of course, this means you can't launch an NFT project until after you've already started building that community. For most creators, that's going to mean using social media platforms to find an audience and build your community. You can then educate your community and bring them over to the platform where you're building the core of your NFT project.

06 GET THE WORD OUT! BUILD THE COMMUNITY

- As you're setting out to build your community, remember that you don't need a large one to start. This boils down to that whole "1,000 true fans" philosophy: you just need a strong core audience that will build and evangelise the value of your community to start. The more your community trusts you and your project, the more other people will want to join in.

The key to building trust with your community is being transparent. Let them see your roadmap and communicate any changes you might have to make to it to keep their expectations in line with your capacity. Continue providing utility in the form of value and access to experiences that your community is after.

If you are hoping to make a name for yourself in the NFT space, here are a few ways you can build a community.

- Some useful tools
to help make your work easier

There are different ways to build a community, the ones you choose depend on your budget & timeline.

Define your audience **01**

05 Conduct AMAs

Tell your story **02**

06 Collaborate With Like-minded Projects

Roll out content on your social **03**

07 Use Email Marketing

Organise giveaways **04**

08 Use Influencer Marketing



06 GET THE WORD OUT! BUILD THE COMMUNITY

• How to reach your audience and build your NFT Community

1. Define your audience

Different audiences will require varying approaches in your community-building efforts. A strong NFT crypto community is unique and can't be traded for another. As we have seen with NFT marketplaces like SuperRare, Opensea, and others, building and curating a strong community around your project is the same as building value.

2. Tell your story

What inspired you to start your NFT collection? You should share the idea behind the project with people and explain it in detail. Convey the story of your NFT project in a way that will make it resonate with the values and interests of your target audience.

Moreso, experts have confirmed that humans are easily attracted to a course or project with good storytelling. Meanwhile, your story doesn't have to be extremely dramatic.

A good example is [Samurai Sword](#) – an NFT collection that has attracted over 80k followers on Instagram. The project tells a compelling story around the legacy of Samurai in Japanese history and how people can also “unleash the Samurai inside them” by owning an NFT of a Samurai sword.

3. Roll out content on your social media channels

When it comes to building a strong community for NFTs, social media is the ideal place to start. Creating attractive promotional content is what will bring attention to your project. To do so, you must have an understanding of which social media platform has the right audience to promote your project.

4. Organise giveaways

Organise giveaways and freebies in your community; it sparks up the atmosphere and makes your audience excited to stick around. It can come in the form of a quiz about your community or projects to further entrench their loyalty.



06 GET THE WORD OUT! BUILD THE COMMUNITY

5. Conduct AMAs

Conducting Ask Me Anything (AMA) sessions allows you to directly interact with your community and build connections, since your community can participate in the session to ask questions and get answers. Some of the best platforms to host AMA sessions, because they have a large community of NFT enthusiasts, are: [Telegram](#), [Discord](#), [Reddit](#), etc.

6. Collaborate With Like-minded Projects

You would understand the power of synergy as you keep growing your NFT community. By collaborating with like-minded projects, you are also tapping into their communities and popularity.

One of the most recent examples of this was how [Adidas](#) and [Prada](#), two big fashion brands, merged forces as they launched a user-generated NFT collection. [Adidas](#) used this collection to reward the holders of its “Into The Metaverse” NFTs.

7. Use Email Marketing

It is considered one of the most practical and most efficient methods for connecting with your audience. It's a cost-effective strategy as anyone with an email address can be contacted through email marketing. Since almost everyone uses smartphones, and have their email applications on their phones; engaging them directly through emails can be really easy. It helps you keep them updated about your upcoming projects.

The first step is to build an email list, then design email campaigns to keep your audience up to tab. Finally, it is essential to track their performances by using analytics tools like [Google Analytics](#) or [Hotjar](#).



06 GET THE WORD OUT! BUILD THE COMMUNITY

8. Use Influencer Marketing

Influencers are trusted by their followers, so they are considered trustworthy when they recommend something or speak highly of something. So as creators, you can leverage the advantages of influencer marketing to promote your projects and increase the credibility of your collections. You could reach out to credible ones on Twitter and Youtube.

A few credible examples are:

RealMissNFT: Number of Followers — 159.7K

Farokh: Number of Followers — 236.1K

j1mmmy.eth: Number of Followers — 118k

Richerd.eth: Number of Followers — 145K

9. Be reputable

Lastly, as you're beginning to build your network, make sure you stay true to your word and vision. Deliver on your NFTs and community expectations, and your community will build loyalty.

Some tools for building community

1. NFT Calendars

With the increasing demand for NFTs, investors prefer to watch for upcoming NFT drops so they can be the first to try and buy it. This method also helps build up hype by advertising the NFT drop date in advance. This also makes it a powerful tool that can also be used to drive traffic to your site or social media pages. Even better, some calendars allow free listings for anyone planning an NFT drop.

Examples of some popular NFT calendars include: [CoinmarketCap](#), [SeaFloor](#), [NFT Evening](#), etc.



06 GET THE WORD OUT! BUILD THE COMMUNITY

2. Gatheround

Keeping your community together can be a -24hour endeavour. It immediately becomes draining. Therefore, it's crucial to develop opportunities for your members to interact. You may host video chat roulette sessions with GatheRound. In order to video chat, various community members are partnered up at random.

3. Loom

With this chrome extension, you can easily record videos while you work and share them with your group or community. Any computer-based processes you carry out can be effortlessly shared at scale using Loom.

4. Calendly

This enables anybody to arrange a meeting with you to find out more about who you are. This openness greatly increases the trust of your community and collectors.



WORKSHEET

• **This section helps you list down the steps and processes you would deploy in building your community.**

As you already know, communities or holders are pretty much the souls of any NFT project, the longevity of your project depends on them. So you should put in your best when building one.

Key questions you need to consider when building a community

• Is your story inspiring? Write down your project story

• Write down how you plan to manage your social media channels

• Make a list of influencers you have in mind,
and state the most likely one you will hire if applicable



WORKSHEET

• How do you intend to manage content?

• What are your plans for airdrops and whitelisting?

• Make a list of any collaboration plans you have in view

• How do you plan to roll out your roadmap?



07

STEP 07 CREATE SECONDARY MARKET STRATEGY



- In order to keep your project alive, secondary market sales, defined by the sales that happen on a secondary marketplace after the mint, are vital. Projects sometimes make the mistake of disregarding secondary market activities and writing them off to “paperhand” activity, while in reality, you need secondary market trading if your project is to stay alive and grow.

Some creators choose to mint directly on marketplaces instead of a dedicated page for the mint. Either way, a solid secondary market strategy is in order for your project!

NFT Marketplaces

There are many NFT marketplaces in existence, and each one has its niche. The ideal marketplace for selling your NFTs should be decided objectively, this decision ought to rely largely on your brand and the products you are selling, and the target demographic you are trying to reach. Your success in selling NFTs will depend on the community you pick for your brand and content.

Even some breezy research into NFT marketplaces will already inform you on what's best for you.

For example:

If you are an artist or you offer other collectible works of art and print, [Nifty gateway](#) might be the best for you. Here you get exclusive access to renowned artists.



07 CREATE SECONDARY MARKET STRATEGY

- [OpenSea](#) tops the list of the best and top-rated NFT marketplace ranked by Forbes (May, 2022). However, this doesn't suggest every NFT asset should go there, his behavioural pattern among creators of pushing everything to just any marketplace should be addressed.
- [Mintable](#) is a great option for NFT newbies because it is so much simpler to use than other generic NFT marketplaces. On other marketplaces, the minting procedure can be more complicated, but on Mintable, it only requires a few clicks to create and list your NFT. It's a different marketplace that sells digital collectibles including music, film, games, and artwork by utilising digital wallets.
- [Foundation](#) is a specialist platform designed to bring digital creators, crypto natives, and collectors together to move culture forward. It calls itself the new creative economy. Its primary focus is on digital art.
Whenever an NFT trades on Foundation, the artist makes %10 on that secondary transaction, i.e. An artist receives %10 of the sales value any time a collector re-sells their work to someone else for a higher price.
- [Rarible](#) is a community-owned NFT marketplace, with its "owners" holding the ERC20- RARI token. Creators can use Rarible to "mint" new NFTs to sell their creations, whether they be books, music albums, digital art, or movies. The creator can even show a sneak peek of their creation to everybody who comes to Rarible but limit the full project to the purchaser.

Other top NFT marketplaces for creators include (but are not limited to):

[SuperRare](#)
[Enjin Marketplace](#)
[Magic Eden](#)
[Atomic Market](#)

While this is not an exhaustive list, it is highly recommended to do your own research before selecting a suitable marketplace to sell your NFT project. Once you have chosen your desired marketplace, you need to open an account on it and also link your digital wallet to the account.



07 CREATE SECONDARY MARKET STRATEGY

• Marketplace fee

Of course, the NFT marketplaces need their piece of the pie too. The compensation for marketplace services is generally obtained via marketplace fees. Selling NFTs on any of the marketplaces regardless of the blockchain means you are subject to its transaction fees. Each marketplace will have its fees that range from %2.5 to %5.



WORKSHEET

In this section, you will decide on the blockchain network and the marketplace you want to go with.

Which blockchain is supported by the marketplace you selected?

Names of marketplaces under your preferred blockchain.

what royalty percentage do you want as a creator from future sales?



08

STEP 08 SECURE YOUR PROJECT



After going through all the building processes for your NFT project, community, etc, you don't want to lose it down to lack of security at the end, that would be heart-wrenching. So following common sense safety and security measures to keep your work and community from cyber criminals or bad players is a no-brainer.

A lot of creators/builders have been a victim of cyber thefts and hacks, with their NFT collections being compromised and stolen. Digital NFT marketplace such as Opensea has also been a target by cyber criminals, they steal the creator's NFT by duplicating it and selling at very low rates before the original creator even finds out.

Piracy in the NFT marketplace has been the order of the day, but the good news is that you can protect your project with the following:

1. Copyrighting: Like publishing art or creative work on the internet, copyright ownership is attributed to the creator of the NFT. The creation of the NFT is recorded on the blockchain and remains an intricate part of the work regardless of the owner of the NFT.

Now, as an artist of original works, you may choose to file for copyright and trademarks to protect your brand or concept, making it slightly easier to protect your rights in court if someone moves in on your digital turf.

2. Keep Records: Save your NFT art as a timestamp file on a hard drive and in the cloud.

08 SECURE YOUR PROJECT

● Secure your wallet

As a project creator, you have assets to secure which include your mint funds, treasury NFT inventory, your secondary market royalties and more.

Your wallet is the most crucial component of your entire Web3 journey. Your private keys give you access to your funds and treasures and your public keys allow you to interact with other wallets in the Web3 ecosystem.

Some creators are comfortable using software wallets like Metamask or Coinbase NFT, while others prefer to keep their private keys on paper (i.e. handwritten) or in dedicated hardware wallets like Trezor or Ledger.

The fact that most of these methods are built for single-signature addresses means that they all rely on safeguarding a single private key. Because no one is perfect, what happens if you lose your private key? or your PC got hacked? A single transaction carried out by a hacker can result in the theft of all of your funds and assets, and they have been lost permanently due to irreversibility! A better solution for you would be to use a multi-signature (multi-sig) smart contract wallet.

● Using Multi-signature wallets to safeguard your project

The multi-sig wallet allows you to operate with multi-signature addresses. You can do this by sharing access to your project with a trusted party by setting up a wallet that allows any of the private keys to generate the signature. So even if you lose your wallets, you can still have access to your project through the other party providing their signature. This is a -1of2- multi-sig wallet type.

Also, if you are a team of Web3 founders or creators, multi-signature wallets are a great way to manage the assets of a project by requesting your project team members to provide signatures to authorize a transaction. In clearer terms, you and your team members approve a transaction or manage assets jointly by each providing a signature. Therefore, no single member of the team can decide about the project funds without collaborating with other members.



08 SECURE YOUR PROJECT

And the beautiful part is that there are different configurations you could get to suit your preference. Take, for example, if you are a team of 5, you could use a multi-sig wallet with a -2of5- configuration setup. With this, at least 2 members can provide their signature to approve project decisions. Also you could opt for other configurations like a -3of-3 ,5-of,4-2of-3 ,2-of3-, etc, depending on what you want.

There are many Multisig contracts implemented in the market of the likes of Gnosis, ConsenSys and from Ethereum owners.

Gnosis Safe

Gnosis Safe is a smart contract wallet running on Ethereum that requires a minimum number of people to approve a transaction before it goes through (M-of-N). If for example you have 3 main stakeholders in your project, you are able to set up the wallet to require approval from all 3 people before the transaction is sent. This assures that no single person could compromise the funds.

On top of that, Gnosis Safe gives you complete self-custody over your project funds. There is no risk of a bank giving you a hassle for running a crypto business and the smart contract that is deployed is completely trustless and in your control.

Argent Guardians

Argent takes a unique approach with their “Guardians” feature. Argent allows you to select other Argent users (ideally friends and/or family members) and notes them as your guardians who can freeze your funds in case of emergency, unlock frozen funds, help you recover your wallet, and authorise transfers.

Also, you want your NFTs to be safe and secured from all forms of phishing attacks, which is why it is strongly recommended to use Wallet Guard. This is an application that helps to improve your wallet security and protect your funds from attacks. Check more information about it [here!](#)



WORKSHEET

This section lets you decide on the means you choose to secure your project

Write down your wallet management plan

Who are the main stakeholders in your project that must be involved in making financial decisions?

Which multi-sig configuration do you intend to use?



09

STEP 09 TECHNICAL DEVELOPMENT



- Now is the time for the technicalities, this is where you choose your network, select smart contract setup, and find developers if you're not the developer yourself.
- ### Using Multi-signature wallets to safeguard your project

You wouldn't want your project to have any setbacks as a result of selecting the wrong network, even after you've gone through the process of developing your roadmap, creating your brand, art, community, and funding your project. Before deploying your NFTs on a network, you must do your homework to see whether it's the right network for your project.

As creators, there are factors you should think of before selecting the right network for your NFT.



09 TECHNICAL DEVELOPMENT

Adoption rate

The adoption rate describes the level of implementation a particular blockchain network has received.

So as creators, when you want to select your network, it is advisable to go for the one with a higher adoption rate than the one with a low adoption rate. This places your project pretty much on course for success. Ethereum, Solana, and Polygon are good examples amongst others.

Security

Blockchains may become susceptible to a multitude of attack options including %51 attacks and Man-in-the-Middle attacks. Some networks are less susceptible to attack than others, so it is important you carry out due diligence while choosing the network with good security.

So a good security of your project is something you would never want to joke about, as you are not only looking out for your safety and track record, but also looking out for the security of your collectors.

Choose a blockchain network that has a track record of upholding security requirements to prevent breaches.

Scalability

Scalability on blockchain refers to a blockchain network that can process many transactions per second (TPS). Before selecting the right network, you must look into the transaction capabilities, your network must be able to handle large transactions, or are you not aiming for a large sell-out?? If you are, then considering a highly scalable blockchain network is a must.

Transaction cost

You should not forget to check the blockchain network that is cost-effective as well, you don't want people turned off because of high transaction fees. Although a few people are okay with paying high fees as long as the NFTs are worth a fortune, this means you need to do proper evaluation to determine how well your community might be willing to pay.



09 TECHNICAL DEVELOPMENT

Smart contract functions

NFTs are run by smart contracts which govern the various actions such as verifying the ownership and handling transfers. These contracts define the terms of an exchange between you (the seller) and the buyer without the need for a middleman. A credible blockchain should have solid and immutable contracts since anything less could result in frauds and scams on the network. So when choosing your network, you should consider the one with a strong smart contract function.

Check out this [article](#) for more information about selecting networks if you still need some clarification on which network could work best for your NFT project.

Setting up your smart contract

Writing your NFT smart contracts is the next step after selecting your blockchain and marketplace. These contracts are essential to the value proposition you offer your buyers.

Whether you have an in-house developer or are outsourcing your NFT contract work, it's important to invest in the best web3 developer talent that you can afford.

It's always a good idea to have your smart contract examined by a reputable auditing firm because exploits can be fatal for the overall success of NFT projects. Don't let your enthusiasm to launch cause you to skip the most basic of security precautions. It makes a difference.

Before setting up your smart contracts, you need to make some decisions and ask some questions such as:

- Will you take royalties from resale of the NFTs?
- What is the amount of maximum mint?
- Is there any additional utility built into your NFTs?
- Will there be exclusive access to drops by early holders?
- Do you give owners the intellectual property rights to the NFTs?



09 TECHNICAL DEVELOPMENT

- You should establish what your NFTs will offer and include from the start. If not through code in your smart contracts, then through copy on your website and information in your whitepaper.

Having a good smart contract setup for your NFT project plays a critical role in ensuring that your digital assets are truly unique and irreplicable. They also prevent the division of your NFTs into smaller pieces for sales. More so, an NFT's smart contract performs various functions such as:

- Verifying the ownership
- Handling the transferability
- Handling royalty payments.
- Linking to other digital assets.
- Ensuring immutability.
- Permanent identification information.
- Ensuring uniqueness and rarity.

Making an NFT is referred to as minting. In essence, you are writing the smart contract's underlying code. The NFT's attributes are determined by the smart contract code, which adds them to the appropriate blockchain where the particular NFT is coded. For smart contracts, numerous standards have been defined. One of the first to use these standards is Ethereum. If you want more information about these standards and how they apply to your NFT project, you should check out this [link](#) for adequate insights on it.



WORKSHEET

This section helps you to organise the technical steps you intend to take for your project

Having followed or completed the steps from the beginning, you are much closer to having a successful sellout than ever.

Have you set up your smart contract for your NFT project? _____

How will your smart contract be audited? _____

What blockchain do you intend to use? _____

Do you plan to use a multi-chain? _____



10

STEP 10 SET UP A WEBSITE AND SOCIAL CHANNELS



- Having a website is very necessary for the growth of your project. It is where your potential holders can “land” on when they click through from an email, ad, or other digital location. Your website should be call-to-action-focused and include information about your NFT project to encourage more visitors to become holders.

Having a website makes it easy for those surfing the web for fine art and the latest NFT projects to find your project on the internet. Your website will act as a piece of attraction to potential holders and a place where people can know or learn more about the artist or creator.

Also, by creating a website, you can tap into the power of Search Engine Optimization (SEO). SEO makes it easy for you to optimize your website so that Google and other search engines can categorize it based on different search queries or keywords.

- Ensure your website is prepared for high traffic**

Hyped NFT launches have crippled marketplaces from OpenSea to Christie's to Makersplace as users swarm websites. One issue connected all of these crashes: the websites weren't ready for the traffic spikes that the NFT drops would bring about.

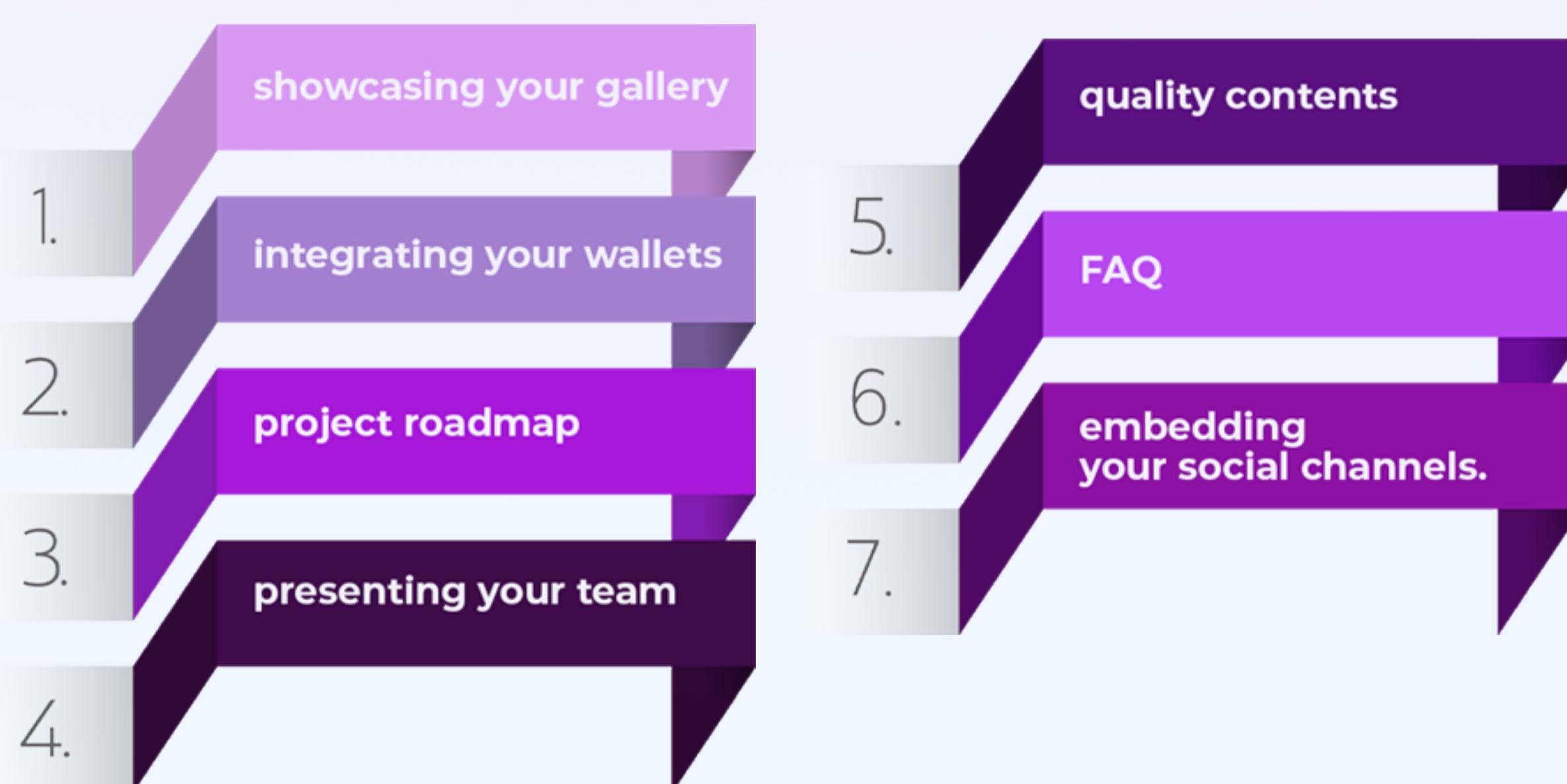
As a creator, you should be proactive. Be optimistic and prepare your website to handle a large swarm of crowds when you launch your project. Doing this would not only make you enjoy maximum profits but you will also gain the trust of your investors.

10 SET UP A WEBSITE AND SOCIAL CHANNELS

- To create your website, you could either hire professional website developers or do it yourself if you have the skills. However, some tools would do the job just fine and easily for you. Examples are Linktree, Koji, Webflow, etc.

Your website should contain information such as:

- showcasing your gallery,
- integrating your wallets,
- project roadmap,
- presenting your team,
- quality contents
- FAQ,
- and embedding your social channels.



Important social channels to use for your NFT project

Talking about social media, you should also set up your social media channels, as these played a crucial role in the growth of NFT. In the same way that social media platforms connect a customer to a brand, they serve as a common ground between a buyer, seller, or middleman in the selling of NFTs.

Some social media networks are peculiar in the realm of crypto and Web3, therefore in order for you to have a successful launch, you must be familiar with them. You should choose the social media platforms for your project that are most used by cryptocurrency and NFT users.



10 SET UP A WEBSITE AND SOCIAL CHANNELS

The social media channels on the following list should be set up if you want to have a spectacular campaign and stay on the right track:

Twitter

Use Twitter to create a strong presence for your NFTs. Twitter is one of the most popular social media platforms in the world. This is because it is easy to use and has a very low barrier to entry. It also has a high rate of user engagement, which makes it a great platform for promoting your NFTs. Twitter is particularly well-suited for brief messages, announcements, and quick interactions between your NFT crypto community members.

Telegram

Telegram is particularly popular with crypto audiences because it gives your NFT crypto community the ability to communicate in real-time using a scrollable text chat freely.

Reddit

Reddit can be used to communicate with your NFT and crypto audience but gives more room for free-flowing discussions, community-driven support, and having your subreddit shared.

TikTok

TikTok is a great platform for reaching out to a younger audience. This is because it is very popular with teenagers and young adults. When promoting your NFTs on TikTok, use creative and catchy videos. You should also use hashtags and post regularly to ensure that your content is seen by as many people as possible.

Discord

Discord is one of your core marketing channels that will lead to the eventual success and/or failure of your NFT project. Managing a Discord channel is a lot of work and you are going to need a team to manage it. NFT collectors are a rabid bunch that wants to be communicated with every step of the way.

It's important to make sure your social media access is secure as many project hacks happen on Discord. We recommend using MEE6 bots on your Discord channel with recurring safety tips for your community that can be scheduled in the chat periodically.



10 SET UP A WEBSITE AND SOCIAL CHANNELS

Medium

For expanding your email list and generating leads for your company, Medium has amazing potential. It enables you to share your material with the appropriate individuals, and if it's good, people will engage with it. On Medium, you only view high-quality material that meets your needs, unlike other media networks where you can see anything from cat videos to sports pages.

In relation to NFTs, knowledge is crucial. Potential buyers might be looking for information because new technologies and NFTs are still in their early stages. Therefore, you can benefit from using Medium by providing some technical insight into your area of expertise and your projects.

Your writing should be in-depth and explain the background to your NFT collection. At the same time, you should consider using writing tools such as [Jasper AI](#) which can be very helpful for creating social media copies, blogs or just about any other content you need. If nothing else, it can help you come up with outlines for the content you need before hiring a content writer. And speaking of content writers, you can hire skilled writers and freelancers on platforms such as [LinkedIn](#), [Upwork](#), [Fiverr](#), etc.

How to realistically manage content on multiple social channels

Linktree

Link tree is a tool that allows you to create a personalised and customizable page that houses all the important links that you want to share with your community or holders.

Koji

This is a little bit more like Linktree, but with some other cool features, it comes with hundreds of free mini-apps to customize and monetize your projects.

Loomly

Then there is Loomly, a great scheduling tool, which creators can use to manage, schedule, and publish content on their social media platforms. This app helps you keep track of your contents, and it also has a great approval system where you can submit your posts for review if another coworker in your company would like to review them first before publishing.



WORKSHEET

This section helps you to note down your plans to set up your website and social channels.

How do you intend to go about creating your Website?

What are the elements and information you plan to include in your Website?

Having read the list of the social media recommended earlier, make a list of the social media channels you intend to use.



WORKSHEET

How do you intend to manage your social channels? _____

What tools do you intend to use in managing your social channels? _____



11

STEP 11 BUILD YOUR LISTS: WHITELIST/ALLOWLIST STRATEGY BLUEPRINT



- Once you've built a loyal following, allow your community to get whitelisted. A whitelist or allowlist is a list of loyal folks you give early, guaranteed access to, letting them mint your NFT as soon as it drops.

Building a whitelist/allowlist is vital to gauge the market interest in your project and ensure that people are waiting for the mint to launch. You'll give them a specific date and time window to mint before releasing it to the general public.

Not all NFT projects have a whitelist. However, you should be aware that whitelisting is not only about giving premium access to a set of people, it also helps to combat bot wars, that is, only whitelisted wallets can mint during a specified window, giving everyone assurance that they'll be able to mint without participating in gas wars.

- ### Mint windows strategy adopted by popular projects

VeeFriends

Gary Vaynerchuk, the creator of VeeFriends is now considered as one of the most prolific voices in the NFT space. So far, his method for releasing NFTs has gained wide adoption.

1. VeeFriend's series 2 mint, which comprises 55,555 NFTs, was released on numerous different dates (windows) throughout April 2021.
2. The first window, which was the whitelist (Friendlist) window, consisted of 32,000 NFTs and was exclusive to a special type of NFT holders (Book Game) from their previous drop.

11 BUILD YOUR LISTS: WHITELIST/ ALLOWLIST STRATEGY BLUEPRINT

- 3. Then followed by the second window which was exclusive to holders from the series 1, this window consisted of 10,255 NFTs.
- 4. The next window was the public mint with a total supply of 10,000 NFTs with an addition of any unminted NFTs from the previous windows.
- 5. The final window was a window for the release of new NFT characters which were released over the course of 15 days and were exclusive to the Book Game holders

Moonbirds

Moonbirds is a collection of 10,000 NFTs launched on April 2022 ,16. Although the collection features a total of 10,000 NFTs, the full supply was disseminated in three major windows.

- 1. First, 2,000 NFTs were reserved for Proof Collective members to mint before the general sale.
- 2. A supply of 7,875 NFTs was released to the general public through a whitelist. This list was composed of the lucky winners of a widespread raffle draw.
- 3. The remaining 125 Moonbirds NFTs, excluding the reserves and the lottery, were kept by the Proof Collective administration for use in upcoming collaborations, marketing, and other things.

The importance of using a planned and clever approach to make your project sell cannot be overstated because as artists or creators, making a successful mint is one of your top priorities.

If you follow the steps that have been provided to you since the beginning of this book, you will most likely get a ton of interest in your project.



11 BUILD YOUR LISTS: WHITELIST/ ALLOWLIST STRATEGY BLUEPRINT

- Recommended Whitelist Management Tool

Premint

We recommend Premint as a whitelist management tool. They have the option to collaborate with their community of +8000 collectors once you get their creator pass and set up your project.

Premint makes it incredibly easy to get a headstart on whitelisting people for your project and collecting a ton of wallet addresses to use for a presale, allowlists, giveaways, and more.

IncubateX

IncubateX is building a whitelist tool that will help web3 creators who are also IncubateX members access other communities in the ecosystem for collaborations with one click!



WORKSHEET

This section will help you organize your whitelist

Write out your plans for getting your community whitelisted by answering these

How many people are you planning to whitelist? _____

How are you going to plan the mint windows? _____

Write out the date and time you intend to release your whitelist _____



WORKSHEET

What tools are you using to build your whitelist?

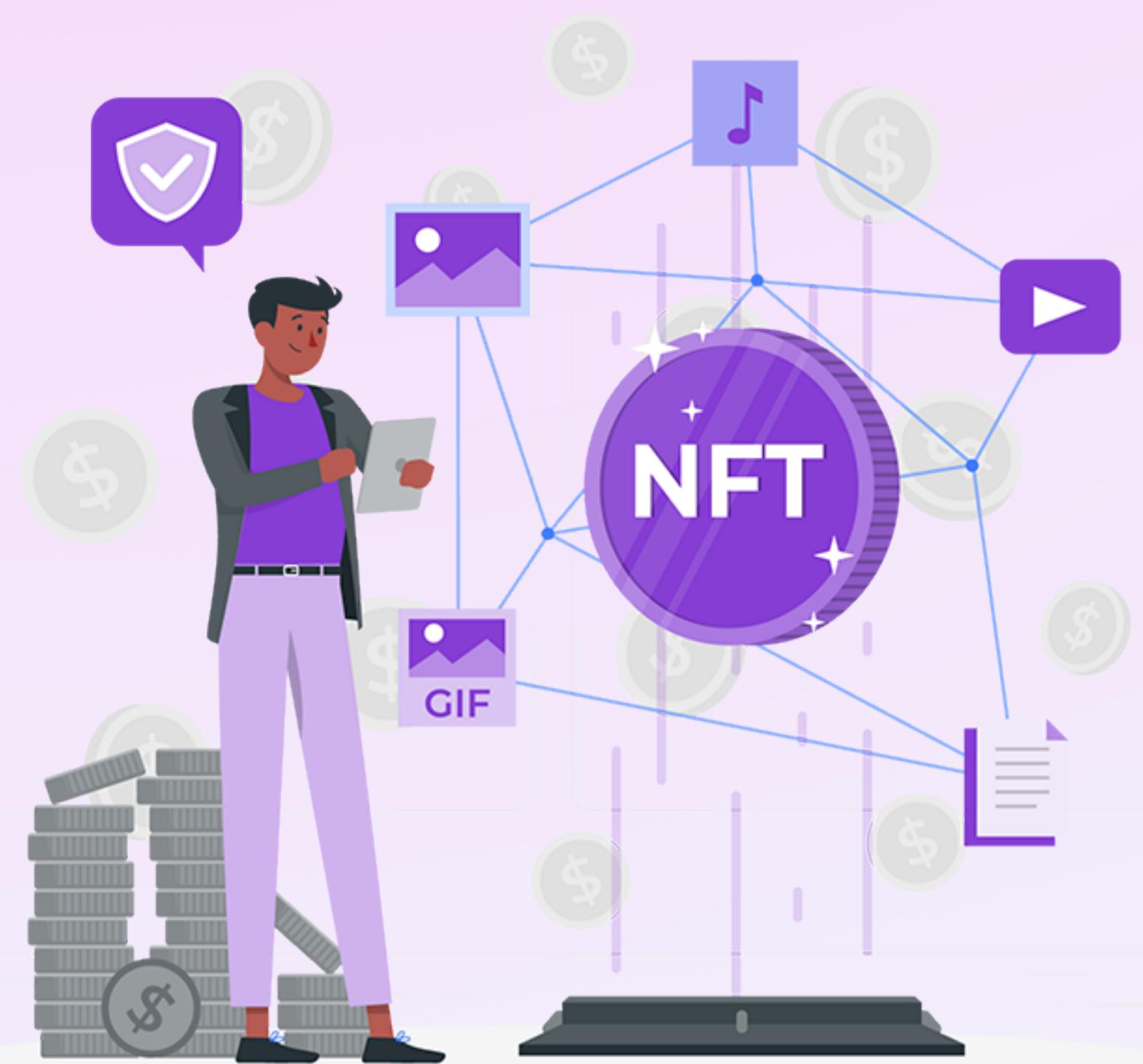
Do you have Alpha collaborations for whitelist spots?

Finding answers and solutions to these questions ensures that you not only guarantee sellout but also reward people who pre-registered and eliminate a gas war and heavy botting.



12

STEP 12 LAUNCH THE MINT



- To make your NFT launch a success it's crucial to put in the work, and if you follow the steps provided in this book, then you are on course for success. Although launching a successful NFT is great, it is only the first step in building a project that can endure the erratic nature of NFT marketplaces and individuals who are just flipping NFTs for profit.
- Challenges faced when launching NFTs and their possible solutions**

According to a recent analysis by the [blockchain analytics company Nansen](#), most NFT collections either earn no money at all or end up making less money than they cost to produce. This is a result of problems encountered before or during the launch. So it is important to be proactive during times like this, you don't want all your efforts going down the drain because of avoidable mistakes and challenges.

Here are two big issues being faced by many creators:

Gas wars

During highly-anticipated drops, only the fastest buyers will have the chance to mint an NFT. As a result, there is a greater demand for mint transactions to be included in the following block, and gas costs rise significantly. This poses a serious challenge to NFT creators, Doodles, and Stoner Cats NFT projects are notable examples.

12 LAUNCH THE MINT

Solutions

You can explore routing mint transactions through Flashbots RPC during a drop. This presents two main benefits:

1. If a transaction fails, the user won't have to pay gas for it.
2. Bots won't see a user's mint transaction in the public mempool.

Also making use of smart batched auction allows users to submit bids to a smart contract specifying the number of tokens they want and the price they wish to purchase them for. Once the bidding period ends, a clearing price is calculated to match demand and supply. Users who bid below get their cryptos refunded by the contract. No rush, no race to mint first, no gas wars.

Weak teamwork

Once more, if your team members are unreliable or you failed to keep them committed, you may face the difficulty of failing to deliver value to your community.

Solution

You have to keep up your faith as this will be key when trying to pass your vision to others in your team. Keep your team members inspired and engaged at all times, and always do well to check up on their duties and responsibilities.

Extra Tips to make a smooth mint

- When you carry out your mint properly, most of your revenue will come from NFT royalty payments from secondary sales, making it crucial to continue adding value to your collection even after the mint.
- It's important to know where the overall market stands. At this point your smart contract is deployed, you ran multiple tests, and your team is on standby to support during the mint!
- Community engagement is vital especially in the few days leading up to the mint, it's important to keep the community engaged and excited about what's happening with your project and your upcoming mint.



12 LAUNCH THE MINT

- Make sure your development team is available in case something happens and that you, as the project leader, have access and know how to turn off the mint in case of an emergency. These things are important because mint days are typically stressful and you don't want to be figuring things out under high stress.
- ## Prepare your team

During high-demand product releases, it pays to be prepared. When everything has gone perfectly in your checklist until this point, the drop day can make or break your project.

Mint day is the culmination of all your hard work. It's payday for the project treasury and the foundation for its future success. When your project will be most visible. When the community is excited and ready. It's the most crucial day to have your entire team ready.

This involves ensuring:

- All major partners and third-party services are notified about the launch
- Staff know their duties and have clear channels of communication
- Customer service is ready and is monitoring social media channels
- Technical support is monitoring issues and has plans in place for quick fixes.
- You have a war room where employees can swiftly congregate to address issues as they arise, whether it be virtual or physical.



WORKSHEET

This section helps you to organise your project launch.

When will your NFT collection be launched? _____

Write out your plans to avoid gas wars _____

Do you have your team ready for the launch? _____



WORKSHEET

Write out the values you intend to add after the mint

Have you tested your line of communication with your team?



13

STEP 13 DELIVER YOUR ROADMAP! POST-MINT TIPS



- This is actually the most important stage! Congratulations on your successful mint, now the real work begins as you provide your community with the promised roadmap and utility. This is where you need to think beyond the launch, and have a sustainable strategy to keep your project and community alive.
- Delivering your road map is very crucial to the success of your project, so you should keep it realistic. Your roadmap is just like having a contract with your communities or holders, something like — here's what you're going to get if you purchase my collection — and it is often what potential buyers often look at first.
- Your roadmap elements could be your plans for the next batch of NFTs, utilities you're planning to drop, exclusive merchandise which you might have in the works, in-person or virtual events and more.
- It's very important to keep the community engaged and to stay active on your social channels with progress reports and status updates as you deliver your milestones. Update your community on what's happening now and next and use marketing tactics like press releases, advertising and social campaigns to make sure everyone knows what you're doing and when.
- Once your mint is completed, secondary market sales will typically start to happen. At this stage if you've set up your secondary market royalties correctly, the royalties will be deposited into your project wallet.

13 DELIVER YOUR ROADMAP! POST-MINT TIPS

- Also this stage is where you want to keep your collaborations going more than ever before. This can help you unlock new means of creative expression, expand your community base, and can build your network. So get into more valuable collaborations, tap into each other's networks and seize the opportunity to grow your community.



WORKSHEET

This section helps you to track your progress so far, and highlight your plans for sustaining your project

What are your plans to keep your project alive post-mint?

What is the current situation of your community?
How many members do you have?

Are your community members active?

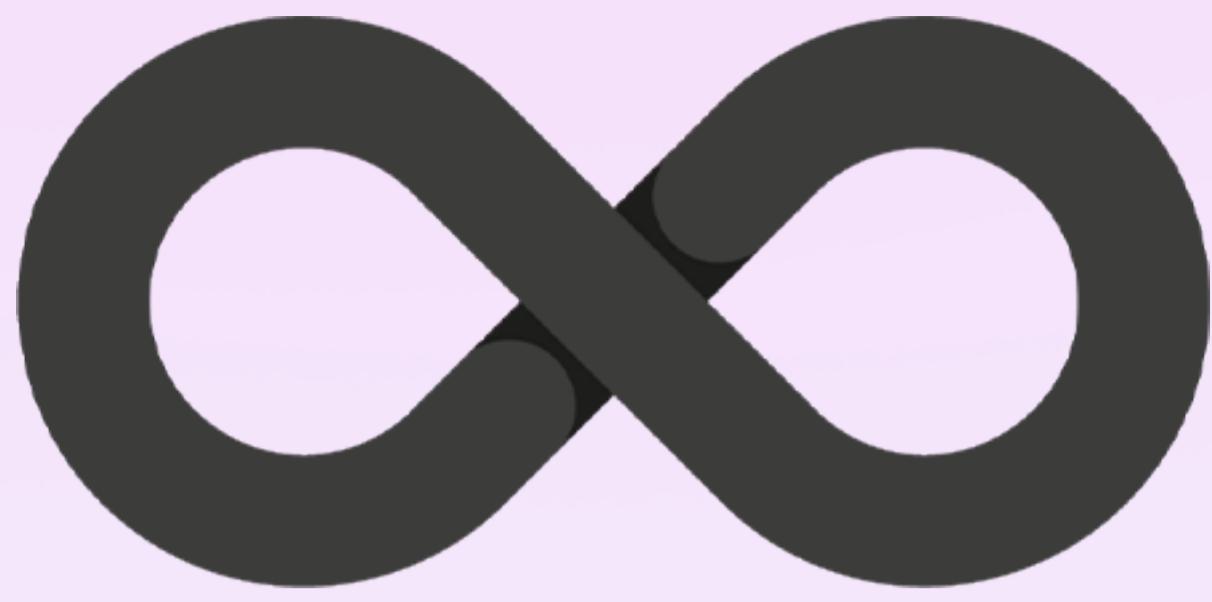


WORKSHEET

What are your plans after this mint? Do you plan to release another NFT batch?

Do you plan for any virtual or in-person events?





CONCLUSION

Nothing could be more refreshing than seeing your plans and strategies in launching an NFT project come to success. To make this NFT launch successful, you need to put in the work, but following all the steps provided in this guide would make your journey easy.

There is no mystery behind NFTs, and with a little guidance, anyone, regardless of technical aptitude, can develop, mint, and begin selling NFTs.

You are one of a passionate few who are willing to try out new technology to improve the world and the technological infrastructure for our civilization. Not only would your contributions be significant, but you'll also get to be compensated for your efforts with a successful project launch!

The online creator economy was an early adopter of NFTs, and the potential to passively monetize work long after the original sale could be a real game changer for artists, musicians, content producers, video game developers, and the like.

However, to make sure that your project is not lost amongst the myriad projects which never see the light of the day you should follow the steps provided in this book.

You have a lot of work ahead of you, but with planning, proper guidance and consistency you will be able to achieve your goal of launching and selling out your mint!

If you need more guidance or help join the IncubateX Discord server and connect with other web3 creators who are also building the next generation of technology.





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