



# Module 1

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## VISION: YOUR MIRACLE IN 2019

- Open doors to opportunities
- Be seen as a compelling creative and authority
- Close gaps in your marketing pipeline
- Have clients ASKING to work with you
- Full calendar/client roster
- Higher success rate with clients and potential clients because they are MORE engaged
- MORE fun, joy, community, ease that all RAISE your client's vibration
- With higher vibration, your whole business and life work better!



WHAT IS YOUR VISION + MIRACLE?

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# YOUR GAME CREATION GAME PLAN

Here are the steps to make it happen:

## **VISION: YOUR MIRACLE FOR 2019**

Game Strategy for Your Heart of Biz Plan: Marketing  
Game Board for Finances/Profit

## **HAVE FUN WITH IT:**

Mind Dump/Brainstorm  
Guided Visualization; Play

## **DEVELOPMENT & TESTING:**

Blank Production + Test  
Color Production + Beta

## **GRAPHIC DESIGN + ART:** Inside/Outside

## **PRODUCTION/PRINTING/PACKAGING**

## **FULFILLMENT + PLATFORM (INFRASTRUCTURE**

Your Website & Shopping Cart  
Self Service  
Full Service (inc. Amazon, Etsy, Etc.)

## **PROMOTE, SELL, PROFIT, & ENJOY!**

Driving Ideal Clients to Your Product (Sales & Marketing)  
Speaking/Events/Networking  
Social Media/Content  
Email & Client Relationships





# Module 2

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## GUIDED VISUALIZATION



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## DECK CREATION, SORTING & REFINING

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# YOUR DECK'S MARKETING PLAN

**VISUALIZE YOUR PILOT/BETA PROGRAM (HOW DOES IT FEEL):**

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**WHO IS YOUR IDEAL CLIENT FOR TESTING:**

**HOW MANY ARE PART OF BETA:**

**HOW LONG IS THE BETA PROGRAM:**





# HOW I WILL ENROLL THEM:


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INTUITIVELY ASK	BRAIN ALIGN/ACTIONS/MINDSET
Who:	
How Many:	
How Long:	
Start Date:	
Price:	
What Offered:	
<i>(include 1-2-1 Consultation at End for Feedback)</i>	
Method of Attraction:	

 SALE PAGE & SHOPPING CART

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# Module 5

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## DESIGNING YOUR DECK

In Alpha testing? No design required for your alpha test. This is a playability, testimonial, let your brilliance shine phase of testing. Please DO NOT spend money on design at this point. Your game will be changing, and you don't want to be attached to specific pieces and/or looks.

Beta and Pilot test games need to give a user experience that allows the player to get all the benefits of your game. Design is part of this. In addition to your game parts, you will be considering and creating packaging, instruction booklet, and ultimately marketing materials that carry your brand forward.



### STEP 1

#### MY GAME'S MAGNETIC APPEAL

Design alone will not make your game magnetic, however, without good design, your fabulous game mechanics and outcome will be lost because it was never engaged with.

If you already have an established brand, this will go quickly. If you do not, or you wish to revisit your brand's (and therefore your game's) magnetic appeal at this time, you can use these worksheets to define more deeply your game's look, feel and charismatic draw. (If you wish to do a complete brand rework, please choose a graphic designer that offers this deeper service.)


When your clients see your game, how do you want them to FEEL?

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How do you want your Ideal Clients to FEEL after they play with you:

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What are your Brand Colors?

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Do you have any Brand symbols, logos, icons that you use regularly?

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What are your Brand fonts (or will you choose new ones for this project?)

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Ultimately, What will this game do for YOU and for the World?

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## STEP 2

GETTING YOUR BODY & SOUL INTO YOUR GAME, PLAY TIME!

Please don't skip this step. Using acrylic or watercolors, set up your space to paint. Protect your clothing, have water and paper towels handy, and let's get painting!

If you are a painter already, you can jump forward and go straight to your painting. If this is new to you, walk through this with me. Smile! It's going to be fun!

Align your energy with your game. Imagine your game magnetically attracting your ideal clients in large numbers. They all have big smiles on their faces and cash or big checks made out to you in their hands. They want your game and a small piece of your brilliance. Stay in this energy during this paint play time.

Take out your paints and intuitively choose one color. (What color did you choose?)

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Freely paint this color anywhere you like on your canvas/paper.

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Thoroughly clean your brush and choose another color. Now let a shape pop in your mind. Paint that shape anywhere on your canvas/paper.

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Now choose a third color and this time you will paint it wherever it wants to go. Listen for promptings from your 'game's energy' to move forward or stop. When you are painting with water-based paints, you may want to rest between some of the colors so as to not make them muddy (unless you like that!)



Try it again, use different colors. Listen to your intuition and game's energy and see where it takes you. Have fun!

Some people use these paintings as a basis for their design. Even if you do not end up using these paintings for your game, you have opened up a portal for your design to emerge in the most integrated/YOU kind of way.



### STEP 3

#### CHOOSING A DESIGNER

Research:

Go to a game store or look online at games, card decks and oracle decks. If you are live, take pictures of the games that call to you specifically on look and feel. Save the pictures in a folder. Online, create a file or secret Pinterest board and save the images so you can see them all together.

Go through the designer resource list, or ask for referrals from websites or products that you like. Look at their website, facebook page or simply get a feel for their energy. Look for designers who have an aesthetic you like.

Pick at least 3 designers to request quotes from:

GAME PIECE	QUANTITY	SIZE	NOTES

Include in your request for quote:

1. Unlimited Use License for a Physical product.
2. If you will be trademarking your game, include complete ownership of the design for trademark purposes.
3. Some Designers and Illustrators don't do pre-press work (this is the work that creates the margins and that the printer needs to properly print your game.
4. If you are using a standard size from [thegamecrafter.com](http://thegamecrafter.com) or [gameboardmaker.com](http://gameboardmaker.com), they offer templates for boxes and cards. Download and send the templates to your designer.
5. Also Request a 3D rendering of your box & game pieces for marketing and showing off your game (building buzz).

Some of you are artists of all sorts. You have a good eye and effortlessly create designs. You may have illustrations, paintings or photographs, you also may be great at Canva.com or Photoshop. Use this talent to support your game design (as long as it brings you JOY!)

I got stuck in a head game of not wanting someone else to do it, but feeling stressed about getting it done. In addition, I did not have the technical skills to have it press-ready. Feel free to incorporate your drawings, pictures, and ideas into your design and let someone else pull it all together. I sent my images to the in-house designer at the printer and together we came up with a design I loved and felt was all mine.

If you do choose to do your own designing, make certain that all the 'elements' that you use, you own the rights to. For instance, if you are designing in Canva and pick up one of their free or paid elements, (or stock photos, or any other place on the web) most of those DO NOT come with licensing

rights for a physical product. If you want to use a stock element, you must get an extended license. Make certain you have full rights to all parts of your design.

## YAY! WASN'T THAT FUN?!

Your designer is going to help you make your vision REAL.

Next Steps:

- Choose your designer and sign the contract. If your designer does not do contracts, make certain to get in writing from them that you own full license for product, distribution and trademark on the design.
- Priority #1 for your designer is your packaging. If you are printing a box, it takes the longest to produce, so they should start with the box. (It can take up to 6 weeks.)
- Now that you've created the specs for your game, it's time to also get printing quotes. Use your above specs and create another chart for your printer. (See below.)
- Once the box is designed and ordered, it's time to start marketing your beta/pilot.



# Module 6

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## DECK INSTRUCTIONS AND BOX LAYOUT



**GAME OVERVIEW: PURPOSE OF THE GAME, WHO IS THIS FOR, HOW MANY PLAYERS, OBJECT OF THE GAME**

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**WHAT IS IN THE BOX**











## WARNINGS/DISCLAIMERS

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## RESOURCES: (WEBSITE, CONTACT INFO WHERE TO PURCHASE GAMES & EXPANSION PACKS OR REFILLS, ETC.)

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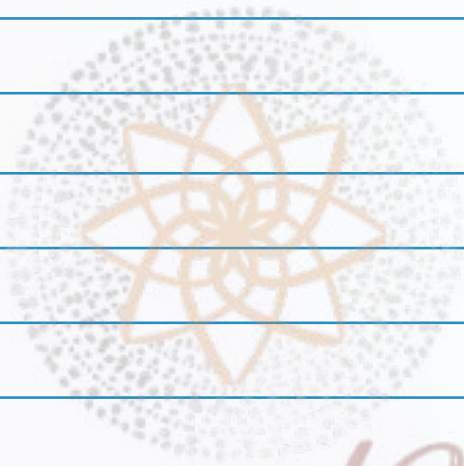
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## OTHER

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# Module 7

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**PRINTING, FULFILLMENT AND PROFITING**



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# Resources

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## GRAPHIC DESIGN + ART

If you desire Branding support with your game, the first two offer that.

- Brand Magic + Design AstridMueller.com
- Tami Anderson TheFeatherandInk.com, click on book a session to schedule a creative exploration call. She designed Amber Annette's Oracle cards.
- In-house Designers at your Print Co. (all the printing companies listed offer design services.)
- Your brand designer who created your logo/brand design.
- Ryan Hannasch, Ryan designed Janifer Wheeler's game, Soul Spa. ryanhannaschdesign@gmail.com (210) 331-1949
- AshtonLenae.com Ashton is a designer who lives outside of Austin, TX and has a fun aesthetic. Send her your specs and she will create a quote for what you need.
- Monica Hanlin <http://www.MonicaHanlin.com> She is also a healer. She is working on getting her illustration site up. If you contact her, she will send you samples of her work, and you can schedule a creative exploration session.

- Vassia Sarri is in Greece. (She works while you sleep!) You can see samples and contact her here: <https://www.facebook.com/paintingsbyvassiasarri>
- Illustrator Discovery Spaces: <https://www.illustrationweb.us/artists><https://www.theispot.com>
- Fivrr.com



## PRINTING

The first three printers on the list offer templates for your design, you can simply drop your design in the template and order as little as 1 copy.

- [Boardgamesmaker.com](http://Boardgamesmaker.com) (They also sell blanks for all pieces)
- [Thegamecrafter.com](http://Thegamecrafter.com) (US Manufacturing)•  
[Makeplayingcards.com](http://Makeplayingcards.com)
- [Vervante.com](http://Vervante.com) High end cards and other printed items. To get a quote, you must fill out a form and they contact you.
- Jean uses Innovative Office Systems in Minneapolis for printing + pre-press graphic design and fulfillment. In your town you probably have a print company that offers full service.
- For 5 or more decks: <https://shuffledink.com> request a quote.
- Limited sizes, good prices: <https://www.9centcolorcopies.com/>
- [moo.com](http://moo.com) Although they don't do all the game parts, and traditional card sizes, they will print a different back on every card. You get high quality cards with lots of ease. It can be a good option for some games.



For Booklets and Journals:

- Printivity.com
- Smartpress.com
- Moo.com

If you need a cheaper option, you can order blanks from the first two vendors and then have a local company print stickers to place on them.

Once you have larger quantities (500+), there are lots of other options for printing and getting your costs very low.

Printers use another language and terms that you may not understand or know how to answer. If you need more support in this area, you can do this quick mini-course:



## PACKAGING

If you're doing super small quantity and self-fulfillment, consider using gift packaging, boxes or jewelry packaging as alternative. You can print stickers to make them look aligned with your brand. Companies like [uline.com](http://uline.com) and [riogrande.com](http://riogrande.com) have great bulk prices.



## WORKSHOP SUPPLIES

I found lots of supplies for creating a 'Life-Sized' board game for a workshop.

Rainbow Resource <http://www.rainbowresource.com/>

Oriental Trading Co. [www.orientaltrading.com/](http://www.orientaltrading.com/)



## COACHING & CONSULTING

We are here for you! We would love to continue the conversation and support you. Book a time by clicking link for a free consult/brainstorm:

[Jean Berry for a Game Magic Discovery Call](#)



*Tarryn Reeves*