

SplashPlay Thoughts #8



CREATING GAMES FOR FUN & PROFIT

You've Been Splashed!®

It's Time to Think Outside the Box!

As a SplashPlay Game agent, you likely look at what you do through the lens of a "sales professional." Certainly this is a productive perspective. However, I cannot overemphasize the importance of you understanding SplashPlay's technology. Specifically, our "Game Creation" technology.

Two Reasons Why You Need to Understand Game Creation

REASON #1: Games are easy to create

Your customers need to be reassured that creating games is a simple task and easily within their grasp.

To speak confidently and authoritatively, you need to invest fifteen minutes to watch the following SplashPlay Game Creation instruction video. Rest assured, if you can post to Facebook, you can create a SplashPlay game.

[Creating a SplashPlay Game Video](#)

Once you have your head wrapped around the simple task of creating a game, your ability to share the power of SplashPlay will multiply dramatically.

REASON #2: New Opportunity

Most business professionals simply want to enjoy the benefit of using SplashPlay in their marketing. As such, rest assured they will happily allow anyone to take on the responsibility of creating and maintaining their games for them. WHY NOT YOU?

Providing game creation and maintenance is not a burden but rather an opportunity. By being your Game Sponsor's "Full Game Solution Provider" they will grow to depend upon you and you, in turn, will enjoy significant income.

To take on this new responsibility, you need to **UNDERSTAND HOW TO CREATE A GAME** and **BE PREPARED TO CHARGE THE GAME SPONSOR A REASONABLE PRICE**. You already learned how to create a game in Reason #1, above. So, let's explore pricing.

Believe me when I tell you that your SplashPlay Game Sponsor is not interested in having games. He or she is only interested in realizing results! As such, the sooner your Game Sponsor's games are live, the sooner they begin to Gamify their marketing and both you and your Game Sponsor begin to make money.

Game Pricing

Asking how much one should charge for creating SplashPlay games is truly an open-ended question. The answer is simply: "Charge what you can." Your Game Sponsor is already committed to gamifying his or her marketing. Every day that clicks by without games up and running is lost opportunity in revenue for your Game Sponsor. So, the easy answer is defining and pricing a couple of packages, as illustrated below:

Starter Package	The Professional
3 Game Topics	10 Game Topics
Game Button Art	Game Button Art
60 Custom Trivia Questions	250 Custom Trivia Questions
Set-up Two Deals	Set-up Five Deals
\$99	\$249

Here we see two packages, "Starter Package" and "The Professional." Each package includes a number of game topics, artwork for the game button, between 20 and 25 custom trivia questions per game topic,

and setting up some of the Game Sponsor's deals.

Pricing is always a mystery. The question that plagues every marketer is "What's the maximum I can charge?" We based these two packages on experience. Of course, your business climate may allow for more or less elasticity in your pricing strategy.

Regardless, these two packages are money makers. After careful consideration, we estimate that as a beginner to SplashPlay, the Starter Package shouldn't take more than two (2) to three (3) hours and The Professional Package not more than four (4) to five (5) hours. In all, you should earn \$33 and \$45 per hour on The Starter Package and between \$60 and \$42 per hour on the Professional Package. Clearly, creating games for your Game Sponsors will not be a waste of your time. Keep in mind, helping your Game Sponsors...

- **Makes you more money,**
- **Demonstrates you're a team member, and**
- **Ensures gamification will be successful yielding long-term rewards for you and your Game Sponsors.**

Before closing, we encourage you to relax. Adding services to your war chest will maximize your income, strengthen the relationship with your Game Sponsors, and ensure that SplashPlay is done right for them and you.

Don't hesitate to take on your first client with the confidence knowing that all of us here at SplashPlay will help you all along the way. We know that after your first Game Sponsor, you'll be a Gamification Pro.

Good luck and remember...**HAVE FUN!**



Forward this issue

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