

Play Dungeons & Dragons, Make Money

Hello and thank you for downloading this easy-to-read book! Making money while playing Dungeons & Dragons is not a difficult task - it's building up a community around your activities that's hard. What you're about to read in this book may change your life for good or for bad. You may make thousands of dollars, or you may end up a basement-dwelling slave to Wizards of the Coast.

I'm going to assume your goal is the former, not the later.

This book will teach you three main things: setting up a system to transmit Dungeons & Dragons to a large number of people, using that system as a promotional tool, and finally monetizing the system. Look, let's be realistic: **Dungeons & Dragons is just a gimmick**. You could just as easily use this system with an online video game or even just a regular podcast. Dungeons & Dragons is just the content that you transmit - your community and the way to monetize that community is how you make money.

Since I have another half of a page to fill, I'll give you a rundown of what I make, how I make it, and how much I make so as to see that I'm fancy and totally-legit. This is the Correct Way[®] to make it work:

Average number of concurrent viewers during a session: 1,200

Average number of unique views for videos (concurrent viewers plus static views): 1.5m

Average profit per video: \$300

Estimated profit per month (4x videos per month): \$1,200

Estimated profit per year (4x videos per month, 12x per year): \$4,800

So, **that's an extra \$4,800 per year just playing Dungeons & Dragons once per week** with a group of friends. That's almost as much money as the average World of Warcraft player spends on their account per year - and *it's probably 4,800 times as much money as you currently make* sitting at your computer dicking around with SEO and blogs.

Heck, knowing the type of people that visit money making sites, you're statistically as likely to have spent \$4,800 per year in marketing products - and **you're getting this one for free**. Aren't you lucky?

So, sit back, relax, and enjoy the voyage as I take you on a cruise through time and space, through dice and dungeons, through Bomar and bread. This, my friends, is how I make money playing Dungeons & Dragons.

Anything Will Work

Before we get started with how to actually do this, I need to stall you a bit more before I actually give you a blueprint for what to do. This is technically known as padding and most making money authors are notoriously guilty of it. You generally don't see this type of padding in free books because they're low-quality, Z-grade trash. No, my friend, this type of padding is reserved for those \$40+ "super marketing secrets exposed" books. You, my kind reader, are getting some top-quality stuff **for free**.

When I say anything will work, I mean it. You can plug and play anything in here. We play **Dungeons & Dragons** because we're geeks. If you're a gamer, maybe **Call of Duty** would be your thing, or if you're house wife with 17 kids maybe you'd do something with your kids, like a game of **Monopoly**.

I kid, of course. If you're a housewife with 17 kids, use a condom. Bomar recommends Bomar-brand condoms. They taste just like bread!

I'll admit: Dungeons & Dragons is a lot of work. You can use the pre-built campaigns to make the game a bit quicker, but there are a ton of rules you have to remember and a lot of books you need to buy. Heck, the world we created - Wyrmwick - has taken months of hard work and comic timing to pull together. I wouldn't blame you if you decided you didn't want to play D&D, but that's the beauty of this method: **you can do whatever you want**.

Did you see what I just did in that last paragraph? I recited the same information I has just given you one paragraph before that. Most high quality books will do that after several pages. Not only is this book free, but I did it immediately! ***We save you money and time!***

Before I unveil my master plan to you, I just want you to sit down and think about what you enjoy doing with your friends. Do you like drinking? Perhaps you could make a podcast about drinking, or you could make a video like DiggNation - something that seriously should not exist and yet people flock to it because it's a couple of guys getting drunk and talking about serious stuff in a non-serious way.

Anyway, think of something you like doing in a group. Hold that thought in your head. Remember it. Tie a string around your finger if you have to. No, not too tightly. No, stop it you're cutting off the circulation. No, that's too tight! Hey! Stop that! Oh, jeeze man! Look at all of that blood! Alright, well, I guess you should go to the hospital and get that stitched up. I guess you're not going to forget what it is you like doing with your friends now, huh?

If you don't have friends, I recommend you make some. It's really not as hard as you might think. ***Find a group of people that do something you enjoy and do it with them***. This applies for almost everything, including orgies and church. I'd recommend against doing this with terrorists and fans of My Little Pony.

If you're so aloof that you cannot possibly find any friends, I recommend ritualistic suicide. You won't get any friends, but if your ritual is crazy enough you'll end up on the 6 o'clock news. Admittedly, you won't be able to profit from this, but if you buy my other book - How to Profit off the Misery of Others - your drug-addicted cousin might find a way to make a living off of your family.

Building a Community

In order for this method to work you need to consider the following:

John is a homeless bum who wants to make a living, but has no home and no friends.

Jane is successful businesswoman with a house, three kids, and a circle of friends larger than <insert fat guy joke here>.

John tries to start a business. He uses his cardboard box as a stand and writes "Johns Warm Lemonade" on it. After sitting in the middle of Times Square for a month the cops finally come by and kick John out. He made no money, and is now more homeless than before because the cops threw his cardboard box away.

This is the life of most online marketers. They get this brilliant idea and try to become rich and famous online. *They fail miserably as the entire Internet ignores them.* Heck, to them it seems like the Internet is actively avoiding them! These marketers must be smelly bums who are secretly trying to sell us urine instead of lemonade. Why are they unsuccessful? Consider Jane for a moment:

Jane tries to start a business. She uses her good credit to back the financing of a small store on a corner lot with some decent foot traffic. She spends some cash on coming up with a marketable name and sign, like "Jane's Joint" and it's successful. Her friends stop by at least twice a day, and the word of mouth from her circle of friends helps her empire grow. Money flows in, marketing becomes possible, and pretty soon Jane is a multi-millionaire driving around in a white Lexus, cutting me off in traffic because the stupid bitch was on her goddamn cell phone and why the fuck was she trying to put on lipstick how was she driving ...

You see my point. **Jane had a community built around her.** Sure, she had the benefit of good credit and some money to back her - two things that John would probably spend the rest of his life trying to get - but she had one thing that made her a success over John: people willing to spend time with her.

A community is an amazing thing. **You don't need a lot of money or good credit to build a community** - what you need is a good idea, a good platform, and lots and lots of unique content. Once you do all of that, the community builds itself around you.

Why does this work? **Information is like crack** - when we learn something new or hear a new funny joke, we're instantly addicted to it; but, it has to be new and unique in order for it to be as addictive. Otherwise, it's like a druggie that has taken too many hits of a joint - it's not as effective.

So, **when I'm building a community, I consider myself the drug dealer** and my community my addicts. They all want what to hear what I have to say as long as what I have to say is new and unique. Otherwise I become stale, old, and boring.

You can build a community too! Just follow these easy steps:

First, **pick a topic you know something about**. Anything. It could be about toasters or your penis. I really don't care. If you're a woman, it could be about your husband's penis. I don't think there are enough forums dedicated to women discussing their husband's penises.

Next, **start a blog** about your husband's penis. Update it frequently, although at first I wouldn't bother updating it more than one a week since the traffic will be minuscule at best.

Next, **find a community that already exists** about your husband's penis and join it. While you're there join in on any discussions you actually enjoy - this has to be what marketers call "organic" but what people call "something I enjoy doing because my brain told me so." Don't be a robot taking part in conversations about shit you don't care about - like a transexual's penis. Only talk about your husband's penis.

While you're talking about it, make sure to **bring up your blog posts that are relevant** to the discussion. **You have to do this in a subtle manner**, though - you can't just link-drop and expect people to care. You've got to have a conversation and during that conversation mention the link in question. This will result in some minor content duplication, but that's the cost of actually talking to human beings - they expect to be treated like human beings and not robots to have links shoved in their mouths.

After you've done this across multiple sites, you need to start bridging the gap across those sites. What you need to realize now is that **you've essentially built up a fractured community**. You need to now **bring that community together under one umbrella**. It's during this phase that you'll create an overall brand. For me, it was LordKat.com, for you it might be ITapeMyHusbandsPenisInSecret.com - whatever works for you and your community.

At this phase you're going to move away from doing simple blogs to building a community website. This is where you need to worry about both producing content and developing features for your users/community. Things like user accounts, chatrooms, and forums really help foster a sense of belonging. Also, they help keep traffic stable on your site. They also help create content for your website, which Google loves.

Another thing you can do is **become a part of a larger, more popular site** and leech your popularity from that site to your own. Oh, and blogs. Add a blogs sub-section to your site. Uses love making posts about similar stuff that you're writing on the main page. It gives you an opportunity to cash in on their content while simultaneously giving you an edge on Google.

Damn I'm evil. Oh, that's right - evil people make the most money in this world. I get to be an asshole AND make money? Sweet deal.

So, that's how you build a community. **You act like a human being, make friends, and tell your friends about your cool new site that you made**. You know, it's really not that hard. Why are you reading this? Oh, you're reading this because you want to know how to make money playing D&D. Haha, oh you thought it was going to be something easy like "sign up for this account, play the game, get paid."

You're silly, you know that?

The Tools for Play and Profits

Once you have your community built - and this is probably going to take a year or so of time if you don't have any experience doing this - you'll be able to start making money by playing Dungeons & Dragons. So, you'll need the tools to do this!

Skype - We use Skype for multi-user conferencing. To be honest, I think Ventrillo would be better considering the quality of various microphones and the amount of background noise that's usually present; however, Skype is easy to use and pretty much everywhere. Pick your poison.

Maptools - To play D&D online, we use Maptools from RPTools.net. We used to use OpenRPG but it sucks. There are other options out there, but they're not free. Maptools is free. Use maptools.

Twitch.TV - This is the game-branded site of Justin.TV. Sign up for an account, and start streaming your games.

XSplit Broadcaster - It's going to cost you money but I use it and it's cheaper than buying a Newtek Tricaster. Do you have \$20,000 to spend on one? No, I didn't think so. I use XSplit for a number of reasons, the major reason being it has an awesome record locally function. This function allows me to further monetize my content. We'll talk about that in a minute.

There you go: those are all of the tools I use. Well, not really - I'm actually so successful at live streaming that I have a machine dedicated to keeping the stream up 24/7, an audio mixer, 6x2 component matrix switch, and a Heil PR-40. I'm the poor-man's version of Leo Laporte. The good thing is that you don't need all of that crap. **What you need is an easy way to broadcast your content.** I've given you the tools, now use them!

No, I'm not going to give you a tutorial on how to use them. For fucks sake, man, just install them and dick around with them for an hour or two. That's what I did. They're not complicated pieces of software. If you want to learn how to use them without breaking anything you'll have to watch my series of videos on how to use them, coming out soon.

See what I did there? Marketing myself again. This book is pure gold.

Getting it Out There

OK, so you've got your game set up. How do you get your content out there? I use two methods:

First, **broadcast your game live on Twitch.TV**. You'll want to promote this live stream to your community in various manners. I use e-mail, RSS, Twitter, Facebook, Google+, banners, and I think I may at one point have carved "live.lordkat.com" into a piece of road kill. That's the last time I ever experiment with offline marketing ... well, there is the whole "tattoo live.lordkat.com onto small children" idea I've been playing with, but that seems like a lot of work.

Second, **record your games locally** and post those videos to YouTube and Blip.tv. Use your Blip.TV embed on your website and not on YouTube.

We use Blip.TV instead of YouTube because getting on the YT partners program and actually making a fucking buck is second on my list of impossible shit to do right next to pulling my own heart out, eating it, crap it out, and then use it as a replacement for a heart-transfer patient.

Blip.TV, on the other hand, simply puts ads on your videos and gives you money. I like this business model much more. I probably should have saved this sentence for the next page on how I monetize content. Oh well, you'll just have to put up with more repeated content. On the bright side I've got cake.

Oh, but you're not done yet. There are other methods of distribution! Don't forget:

- Tweet about it! You must use the power of **Twitter** my young padawan.
- Post it to **Facebook**, because everyone really cares about what happened to your paladin.
- Post it to **Google+**, because screw Google+!

There's some blank space here because I'm not good at stretching out useless information. I mean, get this: I literally told you to post videos to YouTube. Where else are you going to post it, Vimeo? You're not popular enough to use Vimeo and profit from it.

Thank god you didn't pay money for this. Imagine how pissed off you would be if you paid \$40 for this book, only for me to tell you to post videos to YouTube?

Monetizing Your Content

If you've made it this far, then this part is really simple because **your content is already monetized** for you. No, really - if you have a large community on Twitch.TV there is a producers program you'll be invited into in order to make money off of your live stream by running pre-roll and mid-roll ads.

If you're on Blip.TV, congratulations! **You're already showing ads for your videos**, and profiting on each pre-roll show. Hooray.

I don't know what else to tell you here. Use AdSense below the videos on your site in order to maximize the revenue potential of each blog post?

Seriously, **there are entire marketing courses out there that cost thousands upon thousands of dollars** that tell you how to tweak your ads, make your pages look pretty and attractive as hell, teach you what a heatmap is and how to use it, and all of this garbage.

At the end of the day **none of that shit matters** in the least. **What matters is your community**. Oh, no, not traffic. I didn't say traffic. What I said was community. Making money online is directly proportional with your ability to create a large circle of friends - casual as though they may be - and keeping that circle growing.

Traffic is bullshit. Traffic is some average schmuck that comes along, stumbles on your site, gets confused, clicks on an ad, and never comes back. Fuck that guy. How did he find your site anyway, by searching for "Betty Boop porn?" Screw that guy.

No, **you don't want traffic**. Traffic is a penis measurement tool. We all know that is ineffective. You cannot possibly measure a penis with traffic; you need to measure it in seconds.

The community is where the cash is. They create the comments and the meme's - you just create the reason for them to gather together.

Conclusion

I hope you've learned something by reading this book. Aside from how to build a community and profit while playing Dungeons & Dragons, I really hope you learn that carving your initials into road kill is really fucking disgusting. I mean, Jesus, I still have blood stains and that was months ago.

Thanks for reading, and don't forget to wipe