Twitter Thread by eric81766 ■■



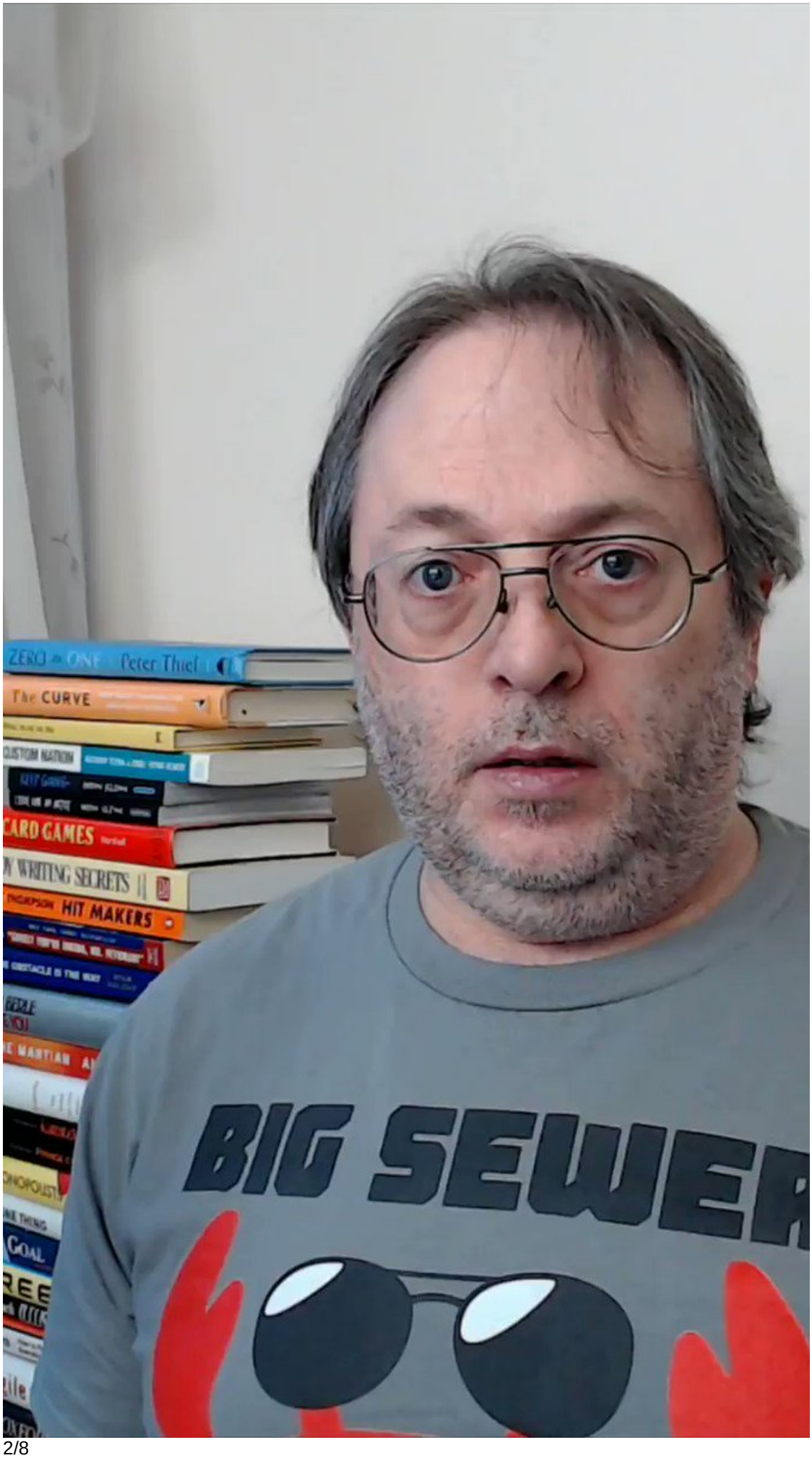
eric81766 ■■
@eric81766

1/8

Some quick thoughts on delivering value and what is of value and to who (whom?).

A lot of indie developers make videos about indie game development -- but are the people who watch videos about indie game development the most likely customers for indie games?

Perhaps not.



2/8

Some #indiedev even go all-in on making YouTube videos and become entertainers that earn money primarily from

entertaining rather than selling games.

My general quick take is:

3/8
- An artist (painter, writer, sculptor, or even indie game developers) needs an audience - fans of their work.
- Any way one can develop and nurture an audience is better than having no audience.

4/8
- Delivering value (entertainment, education, etc.) to that audience keeps them coming back.

5/8
- An audience might not help the artist directly. As I pointed out, fellow developers might find devlogs and programming tutorials interesting -- but they might not be a good fit as customers for the actual product being created.

6/8
(For instance, do a lot of sculptors who make 6 foot high statues purchase statues from other sculptors?)

- However, just by having an audience that has received value and keeps coming back, there can be other good effects such that the value eventually flows back.

7/8
How? Perhaps sometime in the future I post a link to my games steam page.
Some of my audience may purchase it.
Some may wishlist it (which actually can influence algorithms behind the scenes at steam to get steam to show my game to more potential buyers).

8/8
Some may share it in a tweet or on facebook or whatever social platform is cool at the moment and someone from THREIR audience might choose to purchase it.
Some may make a YouTube video about the game.
There's lots of ways both direct and indirect for the value to flow back.