This document will give you the information you need to start earning from your affiliate link.

Please read the FAQ on the affiliate site: http://www.igorsandman.net/affiliates/

# Suggestions to sell your link:

**How to talk about the game:**

It's important to explain to your audience what this is all about. If you simply post your affiliate link without a word, people will be confused and not many people will buy the game.

The best way to make sales is probably to tell your viewers that if they buy the game, you will get a share. It will help you grow and pursue your career and they will get a sweet game.

If you feel uncomfortable asking for help, you might want to shift the focus on the game itself. Praising the game might be easier for you than asking for help.

If you can’t find a way to talk about it, posting the link without explaining is better than nothing. Don’t overthink it.

Selling isn't easy. I know it feels like begging or like it's inappropriate. No matter what you do, be honest and genuine with your audience and I'm sure you'll make sales. They understand that you are trying to fund your passion. And remember the goal isn’t to convince people to buy the game, but to find people who want to buy the game.

Another important aspect is to use the promotional art provided in this pack. It’s easier to draw your audience’s attention with visual material. You have access to a twitter card, a twitch banner, screenshots and animated gifs and more. You have enough material to customize the way you present the game to your audience in way that suits you.

Note that the videos are provided only if you need to incorporate them in another content (like suggested in the Twitch and Youtube sections below). Don’t re-upload the videos on your own platforms. I provided links to the actual Youtube videos in this pack if you want to link to them or embed them.

**Email:**

Emailing your link is certainly the easiest way to go about this. If you have a mailing list, great! If you want to email your friends, it’s ok too.

In an email, you will have more room to explain what it is. It’s a good opportunity to include the promotional blurbs I listed below (story, gameplay, key features…).

**Twitch:**

If you are a streamer, a good start would be to add the twitch banner to your twitch profile along with the link and a short description.

I would recommend actually talking about it to your viewers on a regular basis. Remind them every now and then that they can buy the game and that it would help your channel.

If you want to go the extra mile, you could use the videos and images provided in this pack to whip up a segment that you play on specific occasions. It could be a “BRB scene” that you put up every time you take a break or a scene that you display before you go live while you leave time for your viewers to gather up.

**Youtube:**

Interesting places to share your link on youtube are the video description, the pinned comment and a youtube post.

I would recommend actually talking about your link in your videos and encourage your audience to make a purchase if they feel like it. The recommendations made for twitch mostly apply here as well.

**Twitter:**

I have included a twitter card that you can share along with your link on your twitter page. I encourage you to tweet several times. The attention a tweet gets is limited as it disappears quickly down your followers’ feed. To avoid tweeting the same image over and over again, I would recommend using the animated gifs or the screenshots provided. Visual tweets have a much higher chance of drawing attention than plain text ones.

Remember, twitter is a pace for conversation. Drafting your text in a marketing voice will be far less effective than writing in a casual and friendly voice.

**Talking to a friend in person:**

Don’t forget you can always talk about it to your friends, in person. If they are interested, you can send them the link later.

**Notes:**

For your own good, don't send people to my store directly. Only use your affiliate link. If someone makes a purchase without following your link, I won't be able to track that they came from you and you won't get your share.

**Guild of Darksteel cannot and should not be streamed or recorded in any way (twitch, youtube or anywhere else). Only the free demo is allowed to be streamed.**

Here is why: Guild of Darksteel is a game where the focus is on the story more than the gameplay. If your viewers have seen the game on your stream or on your youtube channel, they have been spoiled the story and have no reason to buy it anymore.

If you record it, you won't make any sales.

# Story:

Embark on a dark fantasy adventure and follow Sellsword, the immortal, as he seeks a purpose in eternal life.

Explore the city of Ravenrock, where the Guild of Darksteel has set office. Become one of their immortal mercenaries and investigate the mysterious tunnels underneath the city.

What secret do the bowels of Ravenrock hold? Only you can find out.

# Gameplay:

Guild of Darksteel is an adventure game with a beautiful pixel art style and an immersive story, inspired by cinematic platformer classics such as Another World, Flash Back and Prince of Persia.

# Key features:

- Deep and immersive story.

- Beautiful pixel art.

- Battle system mixing memory puzzles and execution.

- Approximately 10 hours of gameplay.

# Links:

Game website: http://www.igorsandman.net/guildofdarksteel

Twitter: http://www.twitter.com/igorsandman

Developer: http://www.igorsandman.net