

The eight things a backer reads before pledging, and the three that make them close the tab

A backer scrolls a campaign page with their thumb on the pledge button and a question at each stop. These are the eight stops, in the order they come, with the worked examples from the invented Tidewrack sample. Tick each one off when your draft answers it.

- ☐ **1. The opener: what game, for whom, how long**
One paragraph: “a thirty-minute set-collection game for two to five players about the one thing every beachcomber knows: the tide does not wait.” Players, time and the pull before any lore.
- ☐ **2. How it plays, as one round shown**
Four beats — the tide line, stop or go on, sets score, six tides — not the rulebook from setup. A backer who can picture one round can picture the box on their table.
- ☐ **3. The one thing that is yours**
The tide track every player advances, so the whole table shares one timer. Said once, plainly. It is the line a backer repeats to a friend.
- ☐ **4. The components, as counts**
What is in the box, each with its number. The backer is weighing the pledge against the shelf price of everything else they own; counts let them.
- ☐ **5. The tiers, in the designer’s words**
The amount first, a name in your words (Tide-watcher, not Deluxe Supporter), what it gets as a count, and the one condition that changes the price — “shipping charged after the campaign” — in the line, not hidden in the FAQ.
- ☐ **6. The delivery estimate, and why that date**
“June 2027: the factory quote is in hand and the rules are final; the remaining art is the longest line on the schedule.” An estimate with a reason reads as a schedule; a bare month reads as a wish.
- ☐ **7. Risks in four plain paragraphs**
What is done, with logged numbers. What is not done, named as plainly. The one line that could move the date. How backers will hear. The cautious backers — the ones burned before — read this section first.
- ☐ **8. The FAQ that answers the money questions**
Where it ships from and how shipping is charged, whether the art is finished, how to try it first. One answer under one question, not repeated on every tier.

The three that make them close the tab

× Tiers that sound like a shop

“EARLY BIRD DELUXE MEGA BUNDLE.” A page that was plain for forty screens suddenly sounds like a different person wrote it — and that person wants something.

× A risks section that nothing can check

“As with any project there may be unforeseen delays” says nothing a backer can verify. No numbers, no named unfinished thing, no answer to how they will hear.

× A page that contradicts itself

A tier promising “final art” while the risks section says the art is 60% done. The backer believes the smaller claim and doubts everything else.