

My TGC Shop Page Template

(From Emily at Small Furry Games)

I got compliments on [my TGC shop page for Pentacular Word Circus](#), which was a semi-finalist and finalist in the 2021 McMeeples Gateway to Games contest. So I'm sharing my template to help others create more appealing TGC Shop Pages

The following page has a fill-in the blank template that includes:

1. **Headings.** I make stylized banners for each of my main headings. I design them to be 1024px x 150 px tall, then I upload them to imgur and grab the URL (it should start with https://i.imgur.com/____.png) and paste them into the right spots, shown in blue on the next page. If you want simpler headings, simply type # before your large headings, or ## before your smaller headings. The stylized headings look something like this: [Here is a Photoshop template for creating headings](#).



2. **Overview video.** I make an overview video, upload it to youtube, grab the link (it should start with <https://www.youtube.com/watch?v=>) and paste it into the right spot, shown in purple on the next page. If you need help planning your overview video, check out [this sample video script](#).
3. **Other images (such as a spread of the game contents).** I design these at 1024px wide, and as tall as needed. Then I upload to imgur and grab the URL (it should start with https://i.imgur.com/____.png) and paste it into the right spot, shown in yellow on the next page.
4. **Complete the {blanks} below by typing in your own text.** IMPORTANT: Delete the curly brackets { } but leave all parentheses () and square brackets [] intact, because these are necessary in order for the content to display correctly on your TGC shop page.

Once you fill in all your content and delete what you don't need, copy and paste everything below into the Shop Page editor on TGC. (Go to Make > Games > (Select your game) > Sell > Shop Page)

NOTE: Be careful not to open your Shop Page editor in multiple tabs, because you can often lose your changes. To avoid this, I make all my edits in a Google document, then copy and paste them into the Shop Page. That way, I always have a backup.

See it in action

To see what this looks like when it's done, check out [the shop page for Pentacular! Word Circus](#).

Photoshop Template for headings

Click here for [a photoshop template of the headings](#). I have also included example headings as comments in the margins below. Feel free to use these on your page. [The Game Crafter also has some templates here](#).

Complete everything below, delete all the and { } brackets and sections you don't want, then copy and paste it into your shop page:

{TAGLINE: create, upload, and copy the link for an image with a tagline for the game. Put the URL here, without brackets}

{OVERVIEW VIDEO: create, upload and copy the link for an overview video. Put the URL here, without brackets}

{Game name} is a {type of game} in which players {compete/cooperate to try and accomplish this one big thing}.

{Quick summary of what players do over the course of the game as they try to accomplish that one big thing}

- {active sentence, e.g., "draft dice from the center"}

- {active sentence, e.g., "take up to 5 actions"}

- {active sentence, 'e.g., "balance quick gains with long-term strategy"}

{describe the game objective / how to win}

{type "#Game Contents" here, or insert the link to your "Game Contents" banner}

{create, upload and copy the link to an image of your game contents. Paste the URL here, without brackets}

{type “#How to Play” here, or insert the link to your “How to Play” banner}

{say how easy the game is to learn and play}

{type “##Setup” here, or insert the link to your “Setup” banner}

1. {setup step}
2. {setup step}
3. {setup step}
4. {setup step}
5. {setup step}

{type “##On Your Turn” or insert the link to your “On Your Turn” banner}

{1-3 sentence summary of what happens on a turn}

1. {do this}
2. {then do this}
3. {finally, do this}

{example turn, if needed}

{if you have another important game concept to explain, put a “##Heading” here, or insert a link to an appropriate banner}

{explain additional game concept, if needed}

{type “#Where’s the Fun” or insert the link to your “Where’s the Fun?” banner}

{Describe the fun factor / hook of the game}

{type “#Help This Game Grow! or insert the link to your
“Help This Game Grow” banner}

[![Kickstarter Link](https://i.imgur.com/BAsbwLI.png)](http://www.kickstarter.com/{yourprojectURL})

- [Vote for us in the {Contest Name} contest
(https://www.thegamecrafter.com/contests/{contest-name-here})
- [Follow the project on **Kickstarter**]({insert URL for KS pre-launch page})
- Leave us a **review** (below)
- [Join our email list]({insert URL for email sign-up})
- [Visit our website]({insert website URL})
- [Follow along on Facebook]({insert URL to facebook group or page})
- Talk about #GameHashtag online, and share this page

{type #Who We Are or insert link to “Who We Are”
banner}

#####GAME DESIGN BY **{INSERT NAME(S)}** • ART BY **{INSERT NAME(S)}**

{INSERT DESIGNER NAME} is {insert bio}. Check out {pronoun's} work at [{his/her/their}
website]({insert website URL}).

{INSERT ARTIST NAME} is {insert bio} See {pronoun's} work on [{his/her/their} website]({insert
website url}), [Instagram]({insert Instagram URL}) and [{Twitter/Fiverr/Etc}]({insert URL}).