

# Unremembered Loss

*For all the news and information from the world of Rathrae, and for the story Unremembered Loss*

Issue 107

July 2018

## Almost There

### My Part

I was hoping that my Kickstarter campaign would have been live before my July newsletter went out, but alas there are a lot of details.

The campaign page is set up. I have all the rewards figured out. The introduction and the “story” are set. I’ve described the process and the value for the supporters. The only thing missing is the introductory video.

I hired someone to do a review of the campaign page, and they gave me some good feedback. I still have to review their Tips and Tricks again to see if there is anything else I should do.

The campaign is going to be 30 days long, which is the recommended length. It can run for fewer days, but it takes some time to get things going. It can last for longer, but then it loses its sense of urgency. So 30 days it is – or whatever will end on a Saturday evening so I can be online and engaged for the finish.

### Your Part

I’ve included a link to the preview of my campaign below. It would be great if every single one of you would click on it and send me back one comment on how I can make it more engaging or more likely to get pledges.

Do the rewards make sense? Are there any that you think are great? Any that seem off-putting? Are there any that I could add that you would just have to have?

Do you think you will share this with your Facebook friends or Tweet about it? Because that’s what it will take to be successful. To be funded I have to raise \$21,000. At the minimum pledge of \$17 that will be 1,235 people.

That’s a lot considering I have only 60 people on my mail-list. But if each of you convince 20 of your friends to pledge we would be there. Now if everyone wants to go all in and come to have dinner with me, then only half of you need to pledge.

### The Plan

This week:

- Script the video
- Create a drawing of the lighted playing box
- Make the poster
- Confirm the prices with the manufacturers

Saturday and Sunday:

- Shoot and edit the video
- Update the campaign page
- Go live

Next four weeks:

- Send out an updated newsletter that you can forward to your friends
- Post on social media
- Send out personal e-mails and IMs to my friends
- Send out campaign updates

That’s it for now. Don’t forget to click on the link and send me feedback right away (Doug@AGoodTale.com). Once it goes live, there are lots of things I can’t change.

Thanks,

Doug

<https://www.kickstarter.com/projects/279615073/502804064?ref=537276&token=bcfd3479>

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This newsletter comes out monthly (and for the first time maybe twice in August). It often contains news about the two novels I’m writing, the occasional short story, discussion about writing, and very off topic things like my card game. Go to [DouglasGClarke.com](http://DouglasGClarke.com) to see back issues or to buy a lamp.

Make sure to sign-up at <http://www.douglasclarke.com/lists/?p=subscribe> so you won’t miss the next issue.