



# (Re)Start Your Journey

Indie Studio & Game Checklist



Timeless  
Treasures

MEMOBOTS  
GAMES



# (Re)Start Your Journey



At Memobots Games, we believe that every journey begins with a single step - and a solid plan. That's why we've created **(Re)Start Your Journey: Indie Studio & Game Checklist** as a thoughtful gift to help guide you through the exciting process of creating your own game.

**This checklist is packed with practical insights and actionable steps**, covering everything from game development and branding to social media and marketing. These are the very steps we followed while starting this year the process of bringing **Timeless Treasures** to life. Whether you're launching your first game or re-energizing an ongoing project, this guide is here to help you stay organized, focused, and inspired.

Let's embark on this creative adventure together. Happy game-making! 🎮🌟

**Cezary, Memobots Games**



# What's Inside ?



This document is designed to be your ultimate guide to starting and organising your indie game studio and project. Here's what you'll find inside:

## **Comprehensive Checklists with Explanations**

Each section includes a detailed checklist along with clear explanations and actionable tips. These are designed to help you not only track your progress but also understand the "why" and "how" behind each step.

## **Concise Checklist Summary**

For those who prefer the “needy-greedy”, a concise version of the entire checklist is provided at the end. This printable checklist (pages 25-28) distills everything into a streamlined format for quick reference.

## **Digital Format**

You can also access the same concise checklist as a Google Sheets template. This format allows for easy customization and tracking as you embark on your game development journey.

Whether you're diving into the detailed sections or jumping straight to the essentials, this document is here to guide you every step of the way.

**Let's get started!**

# The Game Idea Checklist



This section focuses on the essential steps to bring your game idea to life. From prototyping mechanics to crafting art and assets, it lays out the development process in a structured way. Whether you're creating a demo or a full release, this checklist keeps you on track.

## Concept and Planning

Every game begins with an idea. Define your core concept, identify your audience, and establish a clear direction for the project. A strong plan provides the foundation for everything that follows.

### Define the core game idea and mechanics.

This is where you think about the game idea. What is it about ? Who is doing what in there ? What is the goal ? What is the main mechanics ? Is it a First Person Shooter in a post-apocalyptic dwarfs world ? Or maybe it is a hidden object puzzle adventure that takes you through the ancient eras ?

### Identify the hook

What grabs the player's attention and makes them want to explore your game ?

### Define the loop

The core gameplay mechanic that keeps players engaged over time. What will they do over and over again and how will that push the experience forward ?

# The Game Idea Checklist



## Highlight what is unique

The distinguishing factor that sets your game apart from others. Is it the dwarfs in post apocalyptic settings. Is it the radio host that tells dad jokes and invites real-life youtubers for an interview to ancient Egypt setting ?

## Understand the audience

Determine who your game is for and what they will enjoy.

## Evaluate your strengths and weaknesses

Identify areas where you excel and where you might need help. I am pro at development. I might need to practice a bit of isometric drawing if I want to do the visual assets myself.

## Decide what to outsource

Determine if hiring musicians, artists, or other professionals is necessary. Even though I like to think I could learn it all, I might be better of asking some musicians to assist.



# The Game Idea Checklist



## Prototyping

Before diving into full development, prototyping lets you test core mechanics and ideas. This section ensures your game is playable and fun before committing resources to full-scale production.

### Build a prototype

Develop a basic version to test your core gameplay loop. Remember the loop from the previous step? Put it in the code. Use rough visuals or no visuals at all. Create this so you can start seeing if there is fun in the idea you had.

### Gather feedback

Use playtesting to identify strengths and areas for improvement. Now, this is still really early but some outside feedback would really give you more information on whether or not you're going in the right direction before you dedicate more time to it.

### Iterate on mechanics

Refine your gameplay based on player feedback. You test early and often to refine early and often. As depressing as getting some "negative" feedback might be - you will improve if you apply the insights.

# The Game Idea Checklist



## Art and Assets

Visuals bring your game to life. This subheader guides you through establishing an art style, creating assets, and ensuring your game's visuals are consistent and polished.

### Define a visual style

Choose a look that complements your game's theme. Is it a FPP, a top-down look or maybe an isometric view? Is it 2D, 3D or maybe a 2.5D? Are you going for low-poly, pixel art or full-blown Cyberpunk-style realism? Define it - at least in your head.

### Create essential assets

Design characters, environments, and UI elements. When the prototype is working, the visuals are here to bring it all to life. Start prepping them. Remember though - iterate. Don't polish one to death cause you might end-up spending time on it only to throw it away when you finally put it in your game world.

### Test assets in-game

Ensure visuals align with gameplay and player experience. That is why you need to iterate on visuals. Prep the beta version of it. Put it in your game's world. Iterate.

# The Game Idea Checklist



## Summary

When you start, the idea of planning and conceptualising seems like a non-productive part - cause you're not creating anything. Let it not fool you. Concept & planning is probably one of the most important sections.

**One key thing there: Write it all down.** It does not have to be detailed. It can be brief - but put it in writing. This will give you a better understanding of where are you going.

When you get to prototyping you'll really benefit from that initial step, and after adding some first visuals it will all start coming to life. That is really, really exciting !

**This Game Idea Checklist is not final. It will let you understand your concept better, start you off with the prototype that will come to life with some first visuals.**

Next up: **Marketing. Let's go !**



# The Marketing Checklist



This section is all about building awareness and excitement for your game. From establishing a brand identity to engaging with your community, these steps help you connect with your audience and promote your project effectively.

## Brand Identity

Your brand is how players recognize and relate to your game. This subheader covers creating a memorable studio name, designing a logo, and establishing visual themes that resonate with your audience.

### Choose a studio name

You don't have to spend lots of time on it. It is worthwhile though to come up with a name that will represent you outside. Memobots Games came from my story of early days in professional development. Yours might come from a totally different place.

### Design a memorable logo

Visual identity is really important. Again it does not have to be and should not be a time consuming process, but having it is crucial for brand recognition.

### Establish consistent branding

Using cohesive visuals and messaging across platforms is crucial. Few things here, which could form its own checklist: Your mission statement, some description, a color palette and tone for your messaging would be the things to define.

# The Marketing Checklist



## Community Building

Players who feel connected to your project are your strongest advocates. This section focuses on creating spaces for engagement, like Discord servers and social media, to foster a loyal community.

### Set up a Discord server

If your goal is to create a community that will support you and give you personal feedback. Setting up this dedicated space will help you establish that connection.

### Join relevant communities

Facebook, Reddit, X, Bluesky, Itch.IO, Instagram, TikTok, LinkedIn....Choose the platforms you like engaging on and create your accounts there. Go for consistent handles so it feels professional and thoughtful. Remember the tone, messaging and branding we defined earlier? Use that when adding your bio, avatars and visuals there.

### Interact regularly

There is no point in creating those accounts without engaging. If you're working alone, that might be really challenging but starting early and engaging thoughtfully will build your reputation and grow your community.

# The Marketing Checklist



## Social Media Content

Consistent, engaging content keeps your project visible. This section outlines how to plan posts, share updates, and create visuals that capture attention across platforms.

### Create a content calendar

Be as serious with this as you want and can afford. It might be as easy as saying to yourself - I will post one time per week on each of the chosen platforms. It might be also as complicated as setting up a whole marketing strategy for posting every day everywhere. Whatever you choose. Define it.

### Define different types of content

Behind the scenes, videos, story updates, progress updates, polls, sneak peaks, milestones and announcements, sharing visuals and difficulties, dev logs....the list goes on. Define what types of content you want to share.

### Be on the lookout

When you're working on the game, remember that the marketing part is still there. Maybe you're practicing isometric drawing ? Record the screen of you working. You might use it in a post later that day. You've got 5 minutes in your car driving somewhere ? Record a short with some advice. Always be on the lookout as to what can be the content.



# The Marketing Checklist



## Public Relations

Getting the word out is key. This section helps you craft press releases, create a press kit, and connect with influencers to promote your game effectively.

### Write a press release

Whether you'll be trying to get the word out to press or will just focus on online presence amongst gamers, youtubers, etc. having a press release document will be beneficial. Even if it is just a Steam community announcement or post on your Discord that outlines your game's features and launch plans.

### Assemble a press kit

The game's press kit is a must. The studio press kit - at least if you are just starting might be more optional. Whatever you choose - prepare it. For reference check out our studio and game's press kits:

[Memobots Games \(Press Kit\)](#)

[Timeless Treasures: The Lost Artifact \(Press Kit\)](#)

### Connect with influencers

You might want to choose wisely the moment to reach out to journalists and creators but at least start engaging with them and their communities in the beginning. It will give you a chance to build trust early so that you reaching out later won't be just empty marketing play.

# The Marketing Checklist



## Summary

Establishing your brand identity is so important. You might want to approach it with a more or less minimalistic angle, and that is fine. Just remember. If you want to create the game - you can ditch that. If you want to publish the game - you need to think about that from the start.

Consistency is key here. It does not have to be perfect, but it must be consistent. Otherwise you won't build trust.

Identify your brand, your community and social channels. Build some simple PR and content strategy and start engaging early and often.

Again as the previous section this one is here to give you a head start. There is so much more to it than just what has been said but we need to start somewhere.

Next up: **Game Infrastructure. Are you ready ?**

# Game Infrastructure Checklist



This checklist ensures your game is supported by strong technical foundations and online visibility. From setting up a Steam page to localizing content, these tasks prepare your project for players worldwide.

## Steam and Online Presence

Having a strong online presence is critical for visibility. This section guides you through creating landing pages, submitting your Steam page, and driving wishlists.

### Build a landing page

Create a dedicated space with clear CTAs for wishlists, announcements, contact and demos. You can go as easy here as just using a ready to go tools like Squarespace or Wordpress...or just develop your landing page on your own. Having a dedicated landing page will speak professionalism and dedication. It will also give you a space to put all the crucial info for outside reference.

### Publish a Steam page

This could be a full checklist on its own. From engaging and informative descriptions to game visuals and capsules. Make sure this one is top-tier.

[Check Timeless Treasures Steam Page](#)

[And while you're there...kindly add it to your wishlist 😊](#)



# Game Infrastructure Checklist



## Localization

Games that support multiple languages reach a wider audience. This section focuses on translating materials and ensuring your project resonates globally.

### Identify target languages

Choose the languages based on your audience demographics. It is not set in stone. You can start small and expand later. Just choose something for a start.

### Translate key materials - Title

The first and foremost - decide what to do with your game's title. Do you want to translate it fully, partially or leave it in english at all time. We went for a mixed approach:

🇺🇸 Timeless Treasures: The Lost Artifact

🇨🇳 永恒珍宝：失落的秘宝

🇯🇵 Timeless Treasures: 失われた秘宝

But you, do your own.

### Translate key materials - Steam Page

That is probably single most important element. Steam page. You might benefit big time just translating the Steam Store Page into your chosen list of languages.

# Game Infrastructure Checklist



## Translate key materials - The rest

It might be one of the next steps - or you could totally focus on the game. Consider translating your landing page, press kit and your approach to social media engagement.

## Test translations

Don't leave it to chance, Google Translate and ChatGPT. While initial translation might work, you want to at least cross check it native language speakers. You might find them on Reddit, in your Discord community or by using free tools like Localizer. If you have the budget consider hiring professionals.

## Summary

Really focus on that part. Your Steam presence can make or break your game's publishing success. Some people decide to create the page when they have a demo and planned release date. We started on the other end of the spectrum and our Steam Page was one of the first things we went on creating and publishing.

Check it here: [Timeless Treasures: The Lost Artifact](#)

Next up: **Content Creation. Let's dive in !**

# Content Creation Checklist



This checklist emphasizes creating engaging content to promote your game and delight players. From interactive features to written materials, these tasks enhance the overall experience.

## Interactive Features

Players love engaging elements. This section focuses on adding features like mini-games or interactive Easter eggs that surprise and delight.

### Design interactive elements

It takes time to create, but can lead the audience to your game and help growing the community. Mini-games, event-based interactive posts (like this Christmass mini game) or other interactive content. It all - if fits your game's theme, help creating engaging environment around your game

### Test for usability

Creating it is not enough. Make sure the interactions are intuitive and enjoyable. If you somehow present it in alignment with what your game will bring - it will also serve as a benchmarking tool.

### Gather feedback

Having those interactive features in your promote materials gives you also a chance to gather feedback and see what resonates with your audience. This is an invaluable chance to gather feedback and act on it.



# Content Creation Checklist



## Video Content

Videos are key for promotion. This section guides you in creating trailers, teasers, and walkthroughs to showcase your game's best moments.

### Create a teaser video

Make it short, make it highlight the hook and the main mechanics of your game. Make sure it is engaging.

### Produce a cinematic trailer

Showcasing your game's features, core loop, the world and features in an engaging, visually attractive and professional manner will be the key to your wishlists growth. Make sure you take it seriously.

### Create engaging video content

Whether a short form verticals for Tiktok, Youtube Shorts or just your Discord, or a long-form videos for Youtube in a form of Devlogs or advice-based videos - creating engaging video content might boost your promote results drastically.

### Share walkthroughs

Provide insights into gameplay to engage your audience. This might be as short as a gif showcasing the animation of a character or a mechanic you implement. Don't ommit that part.

# Content Creation Checklist



## Written Content

Your words matter. This section ensures your descriptions, dev logs, and other written materials effectively convey your game's vision.

### Write compelling descriptions

Optimize text for store pages and marketing. Consistency is key here. Make sure the message you're trying to get across is the same everywhere.

### Publish regular dev logs

Just as with video content dev logs - the written form dev logs, updates and announcements have their place. If you have a Discord community, A Steam Community Page or just a subreddit you engage on..make sure you publish info so that the public knows you're there working on your dream.

### Engage on forums

Participating in discussions shouldn't just be focused on marketing your game and efforts. Engage on subreddits in the game world, indie world and others. Make sure you interact and participate in discussions. That builds visibility and trust.

# Content Creation Checklist



## Summary

There are lots of types of content. There are different platforms to present that content and promote your game. Make sure you choose the types of content wisely, define what you want to create and start creating it.

Interactive elements might be more complicated to create but the return might be higher. Same with long form content that require more time and effort invested but might help lots of people and drive traffic to your game.

Short form content, written and animated content from your daily progress is a great way to engage with the community, show that you're out there grinding and build that trust.

Whatever you chose, don't let it slide.

**We're nearly there. To wrap up we just have to go into launch phase**

**Are you ready for: **Launch and Growth** ?**



# Launch & Growth Checklist



This checklist focuses on ensuring a smooth launch and building momentum afterward. From pre-launch preparations to post-launch content, these steps help your game thrive.

## Pre-Launch

Preparation is everything. This section ensures you're ready to create hype and engage your community before release.

### Plan a marketing campaign

If you haven't done lots of marketing before that point, this is one moment when you don't want to leave it to chance. Build excitement with teasers and announcements. Plan the steps leading to the big day. Don't ignore the importance of that.

### Conduct final playtesting

Identify and fix critical bugs before launch. Need we say more?

### Engage with the community

That is the time when your engagement with the people gathered around your game should be the highest. Posts, events, announcements and videos to build anticipation will all help you launch with a bang.

### Consider paid advertising

While you might be on your own for the majority of time, this is the time when considering some paid advertising might literally pay off BIG TIME. Just think about it.

# Launch & Growth Checklist



## Post-Launch

The work doesn't stop after launch. This section covers responding to feedback, updating your game, and planning future growth.

### Monitor player feedback

Gather insights from reviews and community discussions. This is invaluable feedback. It will help making your game better and long term bring you more customers.

### Release updates or patches

Address bugs and refine gameplay. This is the moment when the people that trusted you with their engagement and money will come to seek for your support. Don't let them down.

### Plan post-launch content

Whether it is just updates about fixes being deployed or a big plan of expansions, DLCs and next installments. Plan and publish the content around those elements.

## Summary

You might think: *“Hey, this supposed to be the (re)start the journey”*. Why the heck are we talking about launch time. Well...keep it in mind at least. It will help you to wrap your head around it when the time comes.

# Let's wrap up



## What we went through ?

We spoke about the general game idea, marketing and game infrastructure. We covered content creation and launch ideas.

## Is this all ?

**No.** But it will give you some guidance as to where to start or restart.

## Do I need to do it all ?

**No.** Some of those things are crucial, some are optional. Some are big and fancy studio building ideas and some refer to the sole process of building a game. It is up to you to decide which elements to include and which to pass on ...or maybe implement but later.

**You are in charge. Go for it !**

## What now ?

If you found it useful we'd appreciate if you'd visit our game's Steam Page and consider adding our game, Timeless Treasures to your wishlist. It helps us big time.

**It is here, just click the logo  
Thanks !**



**Timeless  
Treasures**



# Let's wrap up



## Timeless Treasures: The Lost Artifact

It is a hidden object puzzle-adventure where time travelers explore ancient Egypt, Rome, Greece, and beyond to restore the stability of time. Solve fun puzzles, uncover fascinating lore, and enjoy the quirky radio from the past. This is your chance to make history!

It is here, just click the logo  
Thanks !



Timeless  
Treasures

## I meant what now with the document.....

Oh..well...

Next few pages you'll find the checklist we just went through in a form of a printable sheets. No boring descriptions, just a needy-greedy list. You can print it and keep it handy so that you can always get back to it.

If you prefer there is also a **digital Google Sheets template**. Just click the link below and you can copy it to your Google Drive.

**GET A DIGITAL COPY**

# The Checklist

## Game Idea

### Concept and Planning

- Define the core game idea and mechanics
- Identify the hook
- Define the loop
- Highlight what is unique
- Understand the audience
- Evaluate your strengths and weaknesses
- Decide what to outsource

### Prototyping

- Build a prototype
- Gather feedback
- Iterate on mechanics

### Art and assets

- Define a visual style
- Create essential assets
- Test assets in-game

# The Checklist

## Marketing

### Brand Identity

- Choose a studio name
- Design a memorable logo
- Establish consistent branding

### Community Building

- Setup a Discord server
- Join relevant communities
- Interact regularly

### Social Media Content

- Create content calendar
- Define different types of content
- Be on the lookout (your work is your content)

### Public Relations

- Write a press release
- Assemble a press kit
- Connect with influencers



# The Checklist

## Game Infrastructure

### Interactive features

- Design interactive elements
- Test for usability
- Gather feedback

### Video Content

- Create a teaser video
- Produce cinematic trailer
- Create engaging video content
- Share walkthroughs

### Written Content

- Write compelling descriptions
- Publish regular devlogs
- Engage on forums

# The Checklist

## Launch & Growth

### Pre-Launch

- Plan a marketing campaign
- Conduct final playtesting
- Engage with the community
- Consider paid advertising

### Post-Launch

- Monitor player feedback
- Release updates or patches
- Plan post-launch content

# Thank You !

If it is helpful please consider wishlisting



## Timeless Treasures

Sharing is caring

Send the link to the game with others:

[christmass.memobots.games](https://christmass.memobots.games)

You can join the journey on our Discord as well

[Join on Discord](#)

I wish you all great time with your friends and family  
and a Happy and Productive 2025 !

Cezary

