

NFT checklist

PROJECT TITLE	Type of NFT Collection / Target Market Name	My Company Name
PROJECT MANAGER	Your Name Here	Today's Date

CAMPAIGN TYPE	ADDITIONAL INFO	Week1	Week 2	Week 3	Week 4
BEFORE YOU CREATE					
Why are you creating this collection?	Write down the reason and then ask yourself 7 more times				
Who do you want to buy these NFTs?	What market Segment? demographic? type of person? Group?				
Who are you?	Musician? Entertainer? entrepreneur? Company? Local or known celebrity?				
Type of NFT?	Graphic, music, video, animation, combination, fractional, Virtual Land				
What Blockchain comes to mind to launch on?	Do you have a preference in your mind, a passion for a specific blockchain				
Quantity Ideas?	10k unique? 10 copies of one NFT? 100 fractional of ONE NFT? jot ideas				
Research prices?	Do the research of similar and undercut them by 20% for mint price				
Cost?	How much do I have REALLY? to spend on creating the NFTs				
Skills?	Do I have the skills to create myself? if so what are those skills?				
Future?	Is this a one time collection, the 1st in a set? Beginning of something big?				
Unique?	What is unique about my collection that no one else has or is doing?				
Where?	Where will my collections be sold, write down ideas of all the places?				
Partners?	Do I have anyone, group or person who I can partner with to promote?				
Team?	Who is my team? write down even if they are all hired out team members				
Land?	Will my NFTs be sold on someone else's virtual land or my own?				
Metaverse?	Will my NFTs be sold in a metaverse? write down which ones come to mind				
Games?	Will my NFTs be sold in a game? write down ideas (think big)				
Tradable?	Will my NFTs be tradable for other items? write down ideas				
Marketplace?	Where do I see my NFTs being resold? what marketplace?				
Theme?	Do I have a theme of my life? my business? I want to use or stick with				
Website?	Do I have the ability to create a website to promote my collection?				
Social?	Do I have the ability to create social media accounts and new emails?				
Utility?	List all the things someone can get access to when they buy my NFT?				
Royalty?	How much of future sales will I take from people who initially buy?				
Purpose?	What do I want this collection to be known for? represent? mission?				
Native Token?	Do I have a crypto or native token NFT holders will get when they buy?				
ABOUT THE COLLECTION					
Theme of my collection	People buy themes, Concepts, Storylines & Plans..have a plan				
Colors	What are the colors of the collection, site, NFT set				
Unique	What makes this collection unique to the industry				
Quantity	# of NFTs to be created in this collection				
Properties	How many properties will each of my NFTs have that are unique				
Blockchain	The blockchain my NFT will reside for initial minting				
Roadmap	My roadmap for this NFT collection (Action, Dates to know)				
Team	My team for this NFT collection				
Domain	My Domain Name I purchased from Godaddy for this NFT collection				
Social Media	My NFT Collection Social Media Created with links				
Email	My Gmail account created just for this NFT collection				
Website	Create or Hire out: ability to collect emails, attach to wallet, sift/sort				
Wallet	The wallet that will hold my NFTs				
Creative timeline	Detail out the creative timeline (# of NFTS / weeks until completion)				
Minting	Will I mint first (and pay upfront) or have user mint on demand?				
White Paper	Who will create a short white paper about my NFT collection				
Promo Video	Will I create myself or hire out a Promo video about the collection?				
FAQ	Create a frequently asked question document that goes on website				
Cost	Detail the costs: Website, NFT creation, Tech, Minting, Launch)				
Experience	Detail your experience that makes you the perfect person to launch it				
TECHNICAL REQUIREMENTS					
Blockchain	Connect on discord, Telegram or Youtube I used adatokenizer.io (telegram)				
Wallet	Smart contract script setup to allow user to purchase/receive NFT				
Creative	I used Upwork , find an artist with experience and hire them				
Pre-minting setup 1	Setup a google doc for batch minting , export to .csv file				

Pre-minting setup 2	Convert your final .csv file to JSON file format				
Minting ahead	If minting first, pay up front, mint then resell on marketplace				
Minting on demand	If minting on demand, setup collection on marketplace for initial mint				
Royalties	Make sure the person helping or blockchain has royalties setup (cardano)				
IPFS	Setup your own IPFS account to upload your graphics				
White Paper	Template here				
Funding	Apply for FREE MONEY: Ripple , Coinbase , Cardano, CNNZENET				
More Free Money	NFT plazas , Grants.art , Green NFT Grant , hopperprize ,				
How to win more money for your collection	Check out what prior winners had so you can sin next time				
MARKETING					
Website	Mobile Friendly, connect to wallet, collect addresses for auto email				
Social Media	2-3 posts per week about the project				
Partner	Email blast to partners email database				
Shout Outs	Pay or ask for shoutouts from 500k follower accounts				
Blog	Blog about your project or get on other blogs				
Podcast	Mention your project on your podcast or get on other podcasts				
Youtube	Create videos about your project or get on as a guest with YT'bers				
Email	Don't forget the power of email, collect and email frequent updates				
FB	If you are on FB do a livestream about your project				
VR	Consider promoting your project on someone elses metaverse land				
AR	Consider creating an augmented Reality promotion on someone's land				
Other					