



Game Builder AI

Build 'Whodunnit' Party & Event
Viral Product Funnels

For Ages 6-99+

Game Builder AI

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[Share Your Games & Get More Funnels In Our Facebook Group](#)



Chapter One

Introduction & Welcome!

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Chapter One

Introduction & Welcome!

Welcome to Game Builder AI!

In this report we'll guide you through every step needed to create, package, and sell mystery games using the power of artificial intelligence.

Why Mystery Games?

We've seen a HUGE spike in the popularity of mystery games these last few years as every kid and their dog begged their parents for an 'escape room' type experience

But yikes! Have you taken a group of kids to an escape room? For many parents, the option of being able to run it from their own home, is a lot more budget friendly for sure.

- Or what if you want to make a murder mystery dinner party?
- Or an end of year corporate bonding event?
- Or a teenage escape room catch up?
- Or what about a fundraising event for your school?

Game Builder Ai is structured in a way that allows you to do ALL of these and more.

We're just at the very beginning of this huge boom and NOW is your chance to create these complete ready-to-roll kits for audiences begging for them.

All you've gotta do is use the prompts in this report and get those kits built.

It's in your hands now, have fun with it!



Chapter Two

Program Overview
How It All Works!

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Chapter Two

Program Overview: How It All Works!

Now that we're here I want to explain briefly how the system will work, so you can have a birds eye view of where we're headed and why it works.

The Game Builder AI system combines:

- The **most popular online marketplace** for creatives (Etsy)
- The **highest selling digital download types** on Etsy (mystery style games)
- The **most established marketing technique EVER** (sales funnels)

This is the 'perfect storm' for anyone wanting to build an online business in a space that's hungry for content, happy and willing to pay for it and completely untouched in a truly blue ocean niche.

We've broken the entire system down into step by step chunks, so that by the end of it - your goal/outcome will be to have:



Created an entirely unique **mystery style game**, perfectly crafted for your chosen audience from start to finish. (The main version of your game)



Created an **automated list growing and sales generating funnel** that runs like clockwork to drive you sales.



Set up your automated funnel in a **traffic source that's completely untapped** and ready for you to activate. (Offering a free lead magnet style offer, 'lite' version of your game)

It all happens piece by piece. So if at any time you feel like you need to pause, reset and regroup - just make a note of the step you're at and come back when you're ready!

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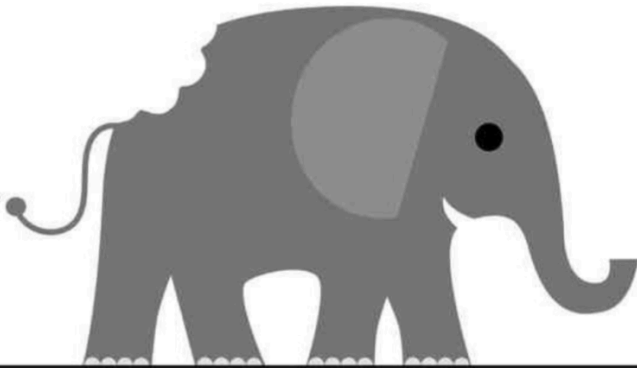
Chapter Two

Program Overview: How It All Works!

After all, you know how the saying goes, yeah?

HOW DO YOU EAT AN ELEPHANT?

ONE BITE
AT A TIME



I think for this though, let's skip nomming on elephants - if at any time you feel stuck, just [reach out in the group](#) and share your issues and we'll all help each other to get things moving - and get your mystery game automated funnel systems rockin'!

So if you're ready, move to the next chapter and let's use AI to help pick your theme!



Chapter Three

*Creating Your Whodunnit
Mystery Game Packs*

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Chapter Three

Creating Your Whodunnit Mystery Game Packs



We'll create your mystery game into multiple parts. It looks like a lot of pieces, but for a lot of it, we'll use AI for a lot of the ideas and to help us structure things. While AI is good to help, if you can customize it - your end results will be even better!

Here are the different parts outlined in creating your kit.

- **Theme:** Choosing your niche and theme for your mystery game
- **Outline:** Creating the initial story outline
- **Mystery Game:** Evolving the outline to work as a mystery game
- **Creating Components:** Use prompts & templates to build your game
- **Packaging:** Organizing your files ready for sale
- **Funnel Components:** Building your funnel pieces

So let's get started!

Choosing Your Theme

Creating a successful mystery game starts with picking the right theme, for the right audience and then giving it a memorable name. Here's the steps to get the foundation of your game prepared well.

IMPORTANT NOTE:

Don't get stuck here, or waiver from your decision once you've chosen it!

You'll be MUCH more successful if you release your first one, even if it's awful, learn from it and go on to create better ones - than if you get stuck on 'the perfect thing' that never gets published. If you have ideas for a different game that's *so much better than the one you're building now...* make notes and build it AFTER your first is live.



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Chapter Three

Creating Your Whodunnit Mystery Game Packs

Step 1: Research & Brainstorm

There's no one-size-fits-all approach to this, because sometimes you'll get ideas as you're browsing some of the websites below, or from an unlikely combination ChatGPT generates, or while talking with friends and of course... sometimes inspiration will strike when you're doing regular day to day things like taking a shower. Keep a notebook handy for a day and jot down anything that comes to mind!

Here are some ways to get those creative juices flowing:

Think About Popular Themes: Look at current trends in entertainment, like popular TV shows, movies, or books. What have you been watching on Amazon Prime/Netflix lately? What kinds of things do your friends talk about?

Hobbies & Interests: Something fun I've been doing to build more niche targeted games that are a little interesting and unusual, is to find a hobby that's a little niche and then build a game around that.

- Start with the age group of the game you'd like to build in mind
- Think about someone you know in that age group and what hobbies they have
- **Pop a prompt into ChatGPT like:** Create a collection of highly creative, unusual and unique mystery game plot ideas for someone aged x-x who's hobby is xxxxx

Explore Marketplaces: Check out a few places like Etsy, Amazon or even Pinterest

Etsy Mystery Games: <https://www.etsy.com/search?q=mystery+game>

Amazon Mystery Games: <https://www.amazon.com/s?k=mystery+game>

Pinterest Mystery Games: <https://www.pinterest.com/search/pins/?q=mystery%20game>

=> **[Look At The Bonus Report](#)**. In it, I've got a collection of ideas and tips for tailoring your game towards different age groups, as well as a few suggestions if you're stuck.

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Creating Your Whodunnit Mystery Game Packs

TAKE ACTION:

Once you've got a basic idea use ChatGPT to create your succinct mystery theme outline: "I'd like to create a mystery game for [XX-XX] age group based on the following theme [YOUR IDEAS HERE] Can you give me 5 unique one paragraph succinct plot ideas that would work great as a mystery game."

Choose your favorite from that list, then put the following prompt into ChatGPT

"Using the following plot [INSERT THE ONE YOU CHOSE], can you give me a succinctly written single paragraph describing the setting for this story location in visual language, and another succinctly written singular paragraph that outlines 6 characters including names, ages, personal details and how they tie into their story - each character has its own sentence but send the whole character information as one paragraph. The character outlines must be less than 1,000 characters long."

Save these parts for the next step!

Congratulations! You've birthed your very first mystery game idea!

Now it's your responsibility to take that idea, nurture it and build it into an engaging, captivating, and marketable mystery experience. Let's make it happen!

Step 2: Outline

Now we've got a basic theme, plot and character structure to build our mystery story. This is just the story, it won't look like a game at this stage but doing this step will allow us to create a more engaging experience for game players later. To do this, we'll use a story book creator software called Novelist AI.

Creating Your Mystery Story With Novelist AI

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Creating Your Whodunnit Mystery Game Packs

-
- 1. Sign Up for a Free Account:** Go to [Novelist AI](#) and create a free level account. This will give you 20 credits, enough to complete your mystery story if used carefully (*follow the steps below*)
Please Note: this is my affiliate link. If you choose to upgrade I'll get a small commission. Upgrading isn't necessary, but you might want to at some stage. I use the Premium Plan and am able to create approx 20 with that. Remember: focus on getting your first one complete before getting distracted with other stories/plots/games.
 - 2. Initiate Story Creation:**
 - Click on 'Write a Book'.
 - Select 'Tale' and click 'Next'.
 - Choose your language and reader's age. **Leave the 'Model' on GPT-4o.**
 - 3. Select the Genre:**
 - From the Genre dropdown, select 'Mystery'.
 - 4. Enter the Plot:**
 - In the 'About' section, choose the 'Custom Entry' option and paste the plot we created in the last step
 - **Do not click 'Next' yet. Instead, click '+ Options'!**
 - 5. Add Setting and Character Details:**
 - On the options page, copy and paste the 'Setting Details' and 'Character Details' you created in the last step.
 - 6. On The Next Slide:**
 - Select your settings based on what you think will work best for your story. If unsure, leave it to be auto-generated.
 - 7. Narrative Voice and Tone:**
 - On this next slide, choose one of the third-person options.
-

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- Select a tone that matches the mystery genre.
- For author style, select 'Doyle, Arthur Conan' on a free Novelist AI account, as this is the best style available for mystery stories.

8. Finalize and Generate:

- Leave the next page as it is and click to start (using 5 of your credits). The software will create an outline and prompt you to write your first page.
- **You DO NOT need to generate images** for your book. 😊
- **Before you click 'Write First Page', click the little headphone icon.** This will generate a free spoken audio version of the introduction and outline that can be used for marketing later. Download it by clicking the three little dots and 'download'.
- Then click 'Write First Page' (another 5 credits).
- Click 'Next' (another 5 credits).
- Click 'Next' (another 5 credits)
- Again, You DON'T need to generate images, just download your PDF

Your story is now complete! To download it, click the options button (top right) and select the PDF icon. This will allow you to download your story, ready for the next step in your game creation process.

Download your PDF and let's move on to the next step!

NOTE: Sometimes Novelist.ia will say you don't have enough credits to download the PDF. If that happens and you don't want to upgrade - copy and paste the contents of the story into the next step, rather than grabbing it from the PDF. It will still work.

Step 3: Mystery Game

In this step we'll take what you've created and turn it into a fully structured 4 act mystery game outlining possible puzzles, interactive games and full character outlines that you'll be able to use and import into your documents in the next step.



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Creating Your Whodunnit Mystery Game Packs



To do this step you'll need to:

Edit the prompt on the next page, replacing the following:

[XXXX] - Replace with your mystery game name

[X] - Replace with the number of people you'd like to make this game for

[XX-XX] - Replace with the age bracket this game is intended for

[PDF CONTENTS FROM YOUR MYSTERY TALE] - Replace by copying the entire contents of the PDF story you created in the last step here

Use the following ChatGPT Prompt to expand your story into a mystery game

"I'd like to convert the following story called [XXXX] into an interactive mystery party game event for [X] people, aged between [XX-XX]"

Can you please examine the story very carefully and:

[+] Break it into 4 separate Acts, crafting this into a complex and intriguing mystery style game.

[+] For each Act, include games, puzzles, or interactive components tailored to the audience and theme specifically designed to match the story. Ensure all games and puzzles are printable or require no props. This is very important, be very specific about the game or puzzle, giving it a name and instructions for what it is.

[+] Give each character a prompt for how they should behave for each Act, with at least half of the characters having a short script to drive the story forward, distributing speaking parts evenly amongst all characters. If there aren't enough characters in the story, create new characters and add them to the game to be used for the purpose of misdirection without explicitly stating as such.

[+] Add multiple red herrings, plot twists, and other mystery elements relevant to the theme and audience ensuring it makes sense in relation to the entire story.

[+] Ensure the story ends with a satisfying surprise that ties everything together neatly.

[PDF CONTENTS FROM YOUR MYSTERY TALE]"



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Creating Your Whodunnit Mystery Game Packs

Step 4: Creating Your Game Components

In this part we'll create everything you need to build your game.

IMPORTANT: The prompts we'll use to create the following contents *will ONLY WORK if you've already followed STEP 3 above*. They rely heavily on that content, so make sure you've gone through that step and then continue creating your content in the same window so that ChatGPT (or your AI generator of choice) can refer to the content and keep your story and character information aligned perfectly!

As we've mentioned earlier, you'll be creating TWO versions of your game.

- **The main version** will contain ALL of the contents needed to give to your paying customer. This contains 10 files, so it's a good idea to stay organized as I'll explain in greater detail below.
- **The alternate version** will be the free version you can give away, to open the opportunity for your subscriber to then upgrade and get the whole kit

Using these tools will allow you to create the text, puzzles and contents for your game.

To keep things organized, *follow the eight step process below all the way through for EACH of the links below*.

PLEASE NOTE: You have TWO options for the templates; one that has cover images (for a fancier look) and one that is simpler and easier to generate (no images). You just need to choose one to make your Mystery Game components.

We'll use 'Host Guide' as the first example, but do the same process for ALL of your files.

[+] **FIRST:** Click the link (Host Guide). It will open in a new window.

[+] **SECOND:** Click on 'File' > 'Make a copy'. Replace 'MYSTERY GAME' with your game's name | Host Guide'. Keep the same structure for all files!

[+] **THIRD:** Use the prompt at each section to generate the content for that section.

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Creating Your Whodunnit Mystery Game Packs

Make sure you replace YOUR information in the places outlined

[+] **FOURTH:** Replace the prompt content we've given you in that section, with the content ChatGPT (or other AI source) has generated for you

[+] **FIFTH:** Format it to look nice, add images or other resources

[+] **SIXTH:** Check the document to see that you've used the prompt for ALL pieces

[+] **SEVENTH:** Edit the header and footer to add your game name, the footer is optional but allows you to add a link to your store or any other offer or page you'd like

[+] **FINALLY:** Click 'File' > 'Download' > 'PDF Document (.pdf)' & save the file.

OPTION 1 TEMPLATES BELOW (No Cover Images)

Host Guide	Invitations	Puzzles	Characters	Bonuses
Act 1	Act 2	Act 3	Act 4	

A Special Note About Your Puzzles, Games & Activities

In your puzzle template above, we've given you the prompt to have ChatGPT create and outline in great detail the puzzles and activities. *It will also give you step by step details and links to resources and techniques you can use to build them.* HOWEVER...

If you want to make your game even more engaging, I recommend this course created by Alessandro Zamboni called [Escape Rooms Empire](#).

In that series he breaks down multiple game types in video training format.

Covering Riddles, Numbers Games, Text Games, Word Search & More

[Click Here To Check It Out & REALLY Make Your Games POP!](#)

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Creating Your Whodunnit Mystery Game Packs



To make all of the files needed for your premium game kit, follow the step-by-step process above for each of the 9 files above to build everything you need for your mystery game. Customize them further to make your game truly unique, but using the prompts you should have the structure and all of the components needed for your game.

OPTIONAL GRAPHIC TEMPLATES

NOTE: You DO NOT need to use both options. If you want to make your games look a little fancier, I've included a collection of templates that require a little more work but allow you to make them look/feel a little more professional.

To use these, it's a similar process - BUT - you need to generate images FIRST. **The premium templates and process take quite a bit longer if you plan to customize them and format nicely, but it's worth the effort 😊**

I've created a collection of Canva Templates you can use here:

=> [Use this template and customize the images in it for your files](#)

Customize each of the pages with the theme of your mystery game, the name etc.

Once your splash pages images are created, export from Canva, follow the same process as the previous collection, but where you have the full page images:

[+] Right click on the image (in the Google doc) and go to 'replace image'

[+] Change each of the images

OPTION 2 TEMPLATES BELOW (With Cover Images - [Canva Template Is Here](#))

Host Guide	Invitations	Puzzles	Characters	Bonuses
Act 1	Act 2	Act 3	Act 4	



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Creating Your Whodunnit Mystery Game Packs

Step 5: Packaging

You've got everything you need for the premium version of your mystery game! Go through it to customize it a little, check that ChatGPT has kept the story, the plot and the reveal consistent. If any of it doesn't quite make sense, use ChatGPT to fix it up.

You should have 9 files. Place them into a folder on your computer, zip them up and your product package is ready for sale!

Step 6: Creating Funnel Components (Optional - Only Required If You'd Like To Create And Offer A Free Lead Magnet For Traffic/Automation)

Now that you've got your product, we're going to create your lead magnet and all the pieces you need to make a lead magnet funnel and completely automated sales funnel system.

There are just two documents you need for this and we'll create them in a similar way to what we did when we created the game components.

FIRST DOCUMENT: Your FREE Mystery Game File

[+] **FIRST:** Choose your option below for your template. You ONLY need to choose one. One has no images, the other uses the image we created in the last section with the Canva template (if you did that)

OPTION 1: Simple Version (No Cover Images)

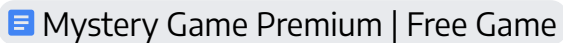
=> Mystery Game | Free Game

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Creating Your Whodunnit Mystery Game Packs

OPTION 2: Cover Images (Add Images Like Previously)

=> 

[+] **SECOND:** Click on 'File' > 'Make a copy'. Replace 'MYSTERY GAME' with your game's name | Free Game'. *Keeping the same structure for all files*

[+] **THIRD:** Use the prompt at each section to generate the content for that section.

Make sure you replace YOUR information in the places outlined

[+] **FOURTH:** Replace the prompt content we've given you in that section, with the content ChatGPT (or other AI source) has generated for you

[+] **FIFTH:** Format it to look nice, add images or other resources

[+] **SIXTH:** Check the document to see that you've used the prompt for ALL pieces

[+] **SEVENTH:** Edit the header and footer to add your game name, the footer is optional but allows you to add a link to your store or any other offer or page you'd like

CUSTOMIZING YOUR CALL TO ACTION BUTTON

Your free mystery game file has THREE call to action buttons, these are created to encourage people to purchase the FULL version of your game and look a little like you see below (different text each time)

Like It? Upgrade Here For The Full Premium Experience!

You need to link this to wherever people can go to buy your full game.

In the funnel we create on the next step I've used PayPal ([create a button here](#)) which gives you a really easy/fast way to collect payments. In chapter 5 we'll show you how to add this to Etsy for additional viral sales, but for now, **create a simple Paypal buy button and hyperlink each of the green buttons.**

If you can't use Paypal, there are a couple of other options you can use like:

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Gumroad: <https://www.gumroad.com>

- Sign up for a Gumroad account, upload your digital product, set a price, and share the product link.

SendOwl: <https://www.sendowl.com>

- Sign up for SendOwl, upload your digital product, and generate a payment link or button to share with your customers.

[+] **FINALLY:** Click 'File' > 'Download' > 'PDF Document (.pdf)' & save the file.

SECOND DOCUMENT: Using AI To Generate Your Sales & Marketing Content

[+] **FIRST:** Open this funnel planning document. On it we'll generate all of the sales content needed for your lead magnet funnel and sales material.

=>  Mystery Game | Funnel Planning File

Click on 'File' > 'Make a copy'. Replace 'MYSTERY GAME' with your game's name

[+] **SECOND:** Use the prompt at each section to generate the content for that section.

[+] **THIRD:** Replace the prompt content we've given you in that section, with the content ChatGPT (or other AI source) has generated for you

That's it! We'll use that content next, to build your funnel!



Chapter Four

Customising Your Whodunnit
DFY Sales Funnel

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Chapter Four

Customizing Your Whodunnit DFY Sales Funnel

Now we've created everything it's time to set it up as a funnel where people can:

- Sign up/subscribe to your mailing list
- Receive automated email promotions/follow ups for your own upgrade
- Purchase your upgraded mystery game

When you get that first game funnel set up, the following ones are MUCH easier.

As an added benefit too, the more you grow... the more you'll be able to sell - since you'll own a growing subscriber base and customer list you'll gradually be able to increase this list of targeted mystery loving subscribers too!

We've got a template ready for you to use, so putting it together is nice and easy. Just follow the steps and you'll have it set up nice and easily! Here's how it will work:

- **Claim Your Funnel Template:** Prebuilt funnel ready to customize
- **Add You Links:** Adding your download and upgrade links
- **Copy/Pasting Your Sales Copy:** Adding the generated bits to your funnel pages
- **Copy/Pasting Your Emails:** Adding the generated emails to automate it all
- **Activating Your Funnel:** Hitting the 'go' button so your system is live!

Ready? Let's go!

Step 1: Claim Your Funnel

=> [Click here and add your name and email address to claim it](#)

If you're already a FunnelMates member, use the same email address you have set up in your account and it will be unlocked for you.

If you're new to FunnelMates, welcome! With that claim link, you'll get 30 days free access (no credit card required), plus the ability to keep your account free for life by simply being an active member.

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Chapter Four

Customizing Your Whodunnit DFY Sales Funnel

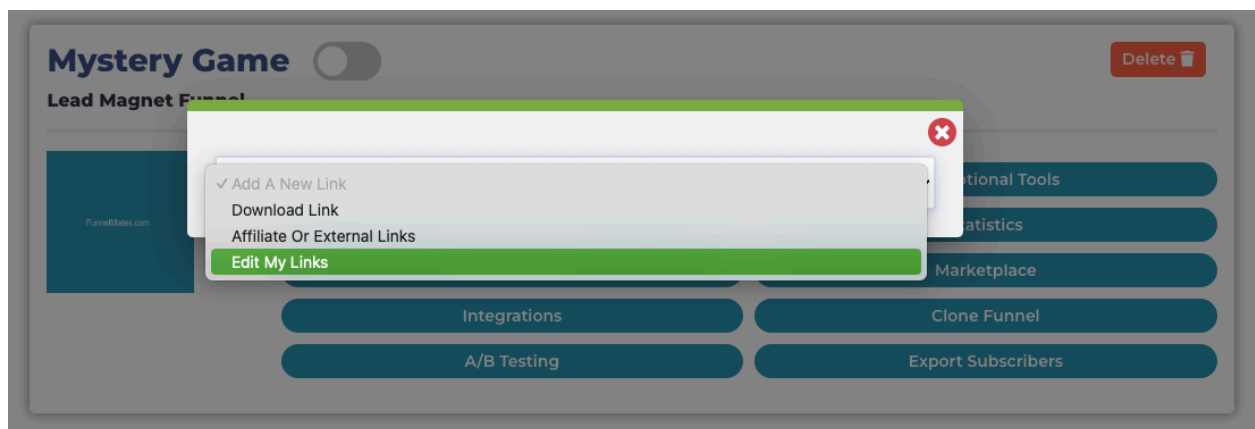
Once you've claimed the funnel you'll receive login details via your email.

- Login to your account here: => <https://funnelmates.com/login>
- Then go to the 'Funnels' > 'My Funnels' menu to see your Mystery Game funnel
- Click the settings icon and we'll begin editing your funnel

Step 2: Add Your Links

The first thing we want to do here is set up your download and buy links.

To do that, click on 'Website Links', then in the dropdown select 'Edit My Links'



Click the edit icon next to each of those links to replace them with your own.

Mystery Game Platinum Upgrade Link: In this funnel we've used PayPal ([create a button here](#)), the same button you added into your free report. If you plan to use the Etsy store system in our next chapter, you can replace this button with that link later. For now, add your Paypal (or other payment link) here.

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Mystery Game Startup Kit Link: In this funnel I have a dummy link. In your funnel you need to add a link that people can go to, to download your Free Mystery Game PDF. (Use Google Drive, Dropbox, or any other hosting service and edit to link to your PDF)

Step 3: Copy & Paste Your Sales Copy

The next thing we'll do is to use the content from you generated in your **Funnel Planning File** to customize the pages in your funnel. So have that file open!

We'll do each of the pages one by one. Everything in this funnel page is editable with the drag and drop builder. If you want help, or have questions about any of the editing or customization features of the builder, visit the [FunnelMates facebook group](#).

To begin, click on 'Edit Pages' then:

Customize your Landing Page

- Click on the 'Landing Page' button (it will open in a new tab)
- Click on 'Your Headline' and place your headline content
- Click on 'Your Sub Headline' and place your sub headline content
- Click on 'Your Strong Call To Action' and place your call to action content
- Click on each of the bullet points and customise the text with the text you generated for them in your **Funnel Planning File**

Your page is yours to customise. These steps show you the bare essentials to getting your funnel live, but we recommend you make this your own. Change the font types, click on the image and replace it with something themed to your game...

You have full editing permissions, so feel free to use any of the extra modules, customize the background or any other parts you like to make it completely yours!

When you're finished editing and are happy with your page:

- Click on 'Done' (top right hand corner) and then 'Publish'
-

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Chapter Four

Customizing Your Whodunnit DFY Sales Funnel

Customize your Thank You Page

- Click on the 'Thank You Page' button (it will open in a new tab)

Everything can be used as it is here, it's dynamically created to work without doing anything extra. As with the other page, you still have full editing permissions, so if you like, you can customize this further.

When you're finished editing and are happy with your page:

- Click on 'Done' (top right hand corner) and then 'Publish'

Customize your Confirm Page

The 'confirm page' in this funnel will act as a download page, this is where we'll deliver your free gift and have a promotion for your platinum (for sale) version

- Click on the 'Confirm Page' button (it will open in a new tab)
- Click on 'Welcome! Download Your Mystery Kit!' and edit if you like
- Click on 'Add Welcome Text Here' and add the first paragraph of download page content from your **Funnel Planning File**
- Click on the 'Download Your Mystery Game Startup Kit' button. In the dropdown where it says 'Download URL' select "Mystery Game Startup Kit" (or whatever you named your download when setting up your links)
- Click on 'Upgrade To The Premium Version' and adjust if you like
- Click on 'Upgrade text and bullet points' and add the rest of the generated text and bullet points from your **Funnel Planning File**
- Click on the "Grab The Upgraded Mystery Game Here" button, scroll to the 'Affiliate URL' dropdown and select your Mystery Game Platinum Upgrade

You can leave everything else as is, or as earlier... customize to your hearts content

When you're finished editing and are happy with your page:

- Click on 'Done' (top right hand corner) and then 'Publish'
-

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Chapter Four

Customizing Your Whodunnit DFY Sales Funnel

With that, your funnel pages are live! Next up, let's set up my favorite part of any lead and sales funnel - the automation!

Step 4: Copy & Paste Your Emails

Now we're going to set up the emails, so they can do the selling for you.

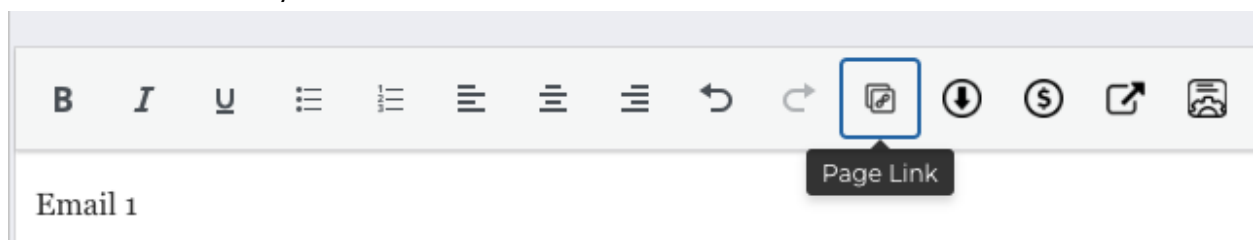
To do that, go back to the funnel manager page for your mystery game funnel (Funnels > My Funnels > Click settings icon), then click on the 'Followup Emails' button

Use the content from your **Funnel Planning File** to do the following for each of the emails, checking you've done each of these steps for each of the emails.

- Copy/Paste The Subject Line
- Copy/Paste The Body Of The Email
- Hyperlink ANY download links and links to your promotion
- When complete, click SAVE EMAIL to save your changes

To hyperlink to your download, DON'T link straight to the download file. You 'can' but you'll get better results by sending your visitor to the download page (so they can see your additional add to buy your upgrade).

To do this, select the text you want to link to, then click the 'Page Link' menu item. In the popup select CONFIRM PAGE (we're using that to deliver downloads) Then click 'OK' and your link is added.



To hyperlink to your upgrade

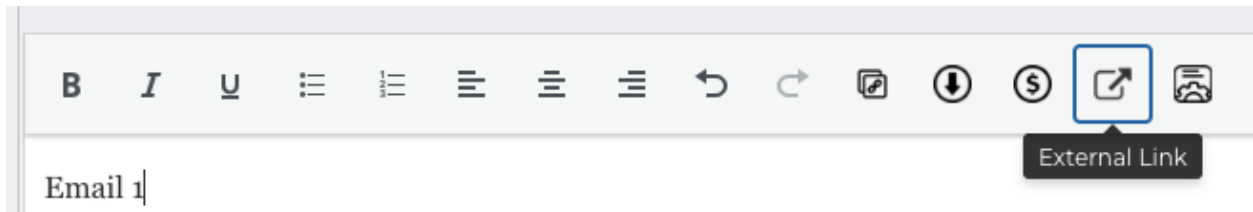
- Select the text you want to hyperlink
-

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Customizing Your Whodunnit DFY Sales Funnel

- Click on the 'external link' icon in your menu bar
- Make sure your Mystery Game Platinum Upgrade is set as External Link
- Click 'ok' to save it

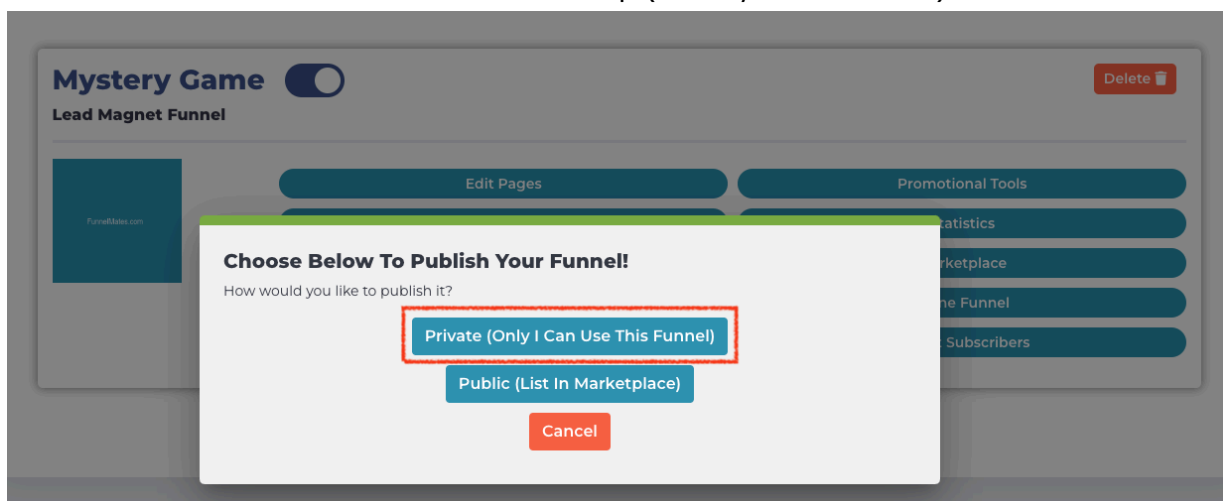


IF YOU CHOOSE NOT TO ADD ALL 7 EMAILS, look for the button in the menu bar called 'CLEAR', it will clear the content - then click 'SAVE EMAIL' to properly remove it.

Now that your emails are added and your pages are ready - your Mystery Game funnel is ready to use! There are a lot of additional features you can use in there like adding scripts or connecting your own autoresponder, but with these steps it's ready to activate.

Step 5: Activating Your Funnel

You can use the FunnelMates inbuilt autoresponder to deliver your emails, to do this toggle the switch next to your funnel name, click on 'Private', then click on 'Submit My Funnel For Review' and the team will set it up (usually within 24hrs)





Chapter Five

Activating Your Secret Traffic
System + Viral Sales Model

Game Builder AI

Chapter Five

Activating Your Secret Traffic System + Viral Sales Model

As we hinted at earlier, our Game Builder AI strategy if used well - can tap into the Etsy marketplace in a whole new way.

If you haven't created a store with Etsy before, don't worry - I'll break everything down in this chapter, step by step specifically with your game sales in mind.

For this strategy, we'll be:

- Creating an Etsy store
- Making TWO digital product listings ('free' and paid)
- Optimizing your listings
- Publishing the ready for automated sales

Creating Your Etsy Store

- Visit [Etsy's homepage](#).
- Click "Sign In" in the top right corner, then select "Register."
- Fill in your email, name, and password to create a new account.
- **Open Your Etsy Shop** by clicking on "Sell on Etsy" at the bottom of the page or in the dropdown menu under "You" in the top right corner.
- Click "Get Started" and follow the prompts to set up your shop preferences:
 - Choose your shop language, country, and currency, then click "Save and Continue."
 - Enter a unique name for your shop that reflects either mystery games in general (if you plan to create a whole store full of them), or something that might appeal to a certain age group you're wanting to target, OR you could make them based on a certain theme and then build multiple ones in that theme. Once you've done that click "Save and Continue."

Create Your First Product Listing: Premium Mystery Pack

- Click on "Add a listing" to create your first product listing.
 - **Photos:** Upload images that showcase the components of your mystery game pack. If you can, print out a copy of your game and take photos to add
-

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authenticity (keep mystery still though! Don't show it all!), eg. character sheets, clues, and instructions. If you're not very confident with graphic creation you can always ask AI to create some images for you too that give a general feel for the product. For example, ask ChatGPT to please create a book that looks like a real book, the theme is xxxxx

- **Video:** If you have access to video software, add a short video teaser of your mystery game pack, highlighting the excitement and engagement it offers.

- **Enter Listing Details**
 - **Title:** Write a descriptive and enticing title for your mystery game pack, incorporating relevant keywords (e.g., "Mystery Game Pack: The Haunted Mansion - Printable Party Game").
 - **About this Listing:** Specify who made it (you), what it is (a digital download), and when it was made (the year).
 - **Category:** Select a category that best fits your mystery game pack, such as "Games & Puzzles" or "Party Games."
 - **Renewal Options:** Choose "Automatic" to keep your listing active without having to do anything extra later, it just stays live.
 - **Type:** Select "Digital."

- **Describe Your Item**
 - **Description:** You can use any of the relevant information ChatGPT created in the last step to make your game's listing look great!
 - Things like the game's mission, overview, a list of what's included, any age recommendations or player limits etc
 - **Section:** If you plan to create multiple games, section can help you categorize them so you can make them for certain age groups or themes.

- **Set Pricing and Inventory**

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-
- **Price:** Have a look at similar packs to yours and choose your price, this will be the higher priced, main product so keep the price reasonably high but competitive.
 - **Quantity:** Since it's a digital product, you can set a high quantity here.
 - **SKU:** You can ignore this setting
- **Set Up Digital File Delivery**
 - **Digital Files:** Upload the zip file of your mystery game pack. Make them nicely organized like we've set up so it's easy for them to find.
 - **Set Up Payment Methods**
 - **Payment Settings:** Go to your shop dashboard and select "Shop Manager" > "Finances" > "Payment settings."
 - **Set Up Billing:** Add your billing information.
 - **Set Up Payment:** Choose your preferred payment method (Etsy Payments, PayPal, etc.).
 - **Publish Your Listing**
 - Double-check you've got things set up properly as above
 - Click "Publish" to make your mystery game pack listing live.

**If you don't plan to use the funnel/gift traffic option, that's all you need to do!
You can stop here... otherwise, proceed to set up your 'free' mystery pack listing**

Create Your Second Product Listing: "Free" Mystery Pack

Follow the product set up process as above again, but this time change the contents and information to reflect what it is you're giving away in your lead magnet/free version of your game.

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Do not price it FREE. Price it under \$2 - make it cheap.

Then in your images (not the first one...! But in the second or third - or final one as they're scrolling through the images), put a picture of your pack and then over the top of that image write the following:

- You can get this kit for free
- Etsy charges \$1 per purchase, so if you want it free get it (THEN WRITE THE LINK TO GET THE FREE FUNNEL in the text)

So it would look a little something like this:

	<p>I made the Canva template for this here: => https://www.canva.com/design/DAGJ8_EWTqM/28pngcbftkzemGktjmwDVw/view?utm_content=DAGJ8_EWTqM&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview</p> <p>Obviously don't use it as it is - customize it to fit your game and if possible just make one from complete scratch or this system will get overused and not work as well ...!</p>
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Once you've done that ... publish it like you did for the other one...!

Now you've got both products live in the Etsy store.

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NOTE: If you used Paypal in the paid version on your funnel, now that your paid version is live on Etsy you could switch that link out in your Funnel.

To do that:

- Go to FunnelMates, click on 'Funnels' > 'My Funnels' and then the settings icon
- Click on 'Website Links' and edit the pay/buy button information
- Open any of the pages you added that link and click, edit and just makes sure the premium version of your funnel link is connected
- ALSO... update the three green button links in your free lead magnet report and update in your funnel if that link changes too.

So now you've got your first entire mystery game and automated funnel live! Congratulations ... Now what? We'll cover that in the next chapter.



Chapter Six

*Expanding Your Earnings &
Exploding Your Game Empire*

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Chapter Six

Expanding Your Earnings & Exploding Your Game Empire

Now that you've successfully created and launched your first mystery game and automated sales funnel, it's time to explore the next steps to grow your game empire and maximize your income.

In this chapter, I'll share a few ideas you might want to check out to add to what you've got now...!

Idea 1: Expand Your Product Line

- **Research and Develop New Games:** Keep looking out for new and upcoming popular themes and niches to make new games.
- **Seasonal and Event-Based Games:** You could develop games that tie into holidays, seasons, or special events (e.g., Halloween, Christmas, summer break)
- **Create Bundled Offers:** Once you've got a few, you could bundle several games together at a discounted price for higher ticket sales
- **Offer Expansion Packs:** If you've created a mystery game that the audience is loving, think about offering additional content or expansion packs for your existing games, you've already got a customer base interested, leverage it!

Idea 2: Use Email Marketing

- **Grow Your list:** In your FunnelMates account you've got the opportunity to connect your own autoresponder. If you haven't done that, check it out and have your new subscribers added to a list that isn't just automated but controlled by you - then you can mail them about new releases, packs and more!
- **Automated Email Campaigns:** Expand on your email campaigns to include sales of additional games, so the automation can promote new ones as you build them!

Idea 3: Connect & Grow

- **Do Promo Swaps:** If you find someone that's got a game similar to yours with a few customers, see if you can make a deal to promote their game to your future customers and have them do the same for you!
-

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Idea 4: Create & Offer Bespoke Experiences

- **Sell Custom Game Packagers:** I was going to build this out myself 'cause there's a HUGE market for it - but basically, you could offer to build a custom party game for a specific customer, with their birthday boy's name in it, friends names etc. You can charge more and have very happy customers in the process.

There are a lot more opportunities waiting to be grabbed, so keep your mind open and keep creating to grow and expand in this ground level niche.



Chapter Seven

Final Thoughts

Game Builder AI

Chapter Seven

Final Thoughts

Congratulations on reaching the end of Game Builder AI and hopefully having seen how you can build these little game funnels in a way that's easy, straightforward and fun :)

There's still so much more opportunity there for you to grab, so when you're ready go ahead, rinse and repeat your way to starting a new one, two or twenty!

Keep an eye out in the group, and for emails from me - we regularly look for new ways to support people who are taking action, with new game themed funnel templates, prompt kits and more to keep your business pumping!

Thank you for choosing Game Builder AI as your guide. The mystery game niche is just beginning to boom, and you are at the forefront of this exciting wave. We can't wait to see the incredible games you'll create and the impact you'll make in the gaming community.

Here's to your success and the amazing journey ahead!