

**Instant Fb Games  
Quick Start Guide  
To Making And  
Launching Game Apps.**

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## Introduction.

Congratulations on a wise investment. There is big money potential in Facebook games and this system and software enables you to quickly get the kinds of Flash games that people want to play on Facebook launched and making you money.

Spend just a little time on the [Mochi Media](#) forums and you discover there are a bunch of guys making some seriously good money by publishing other peoples games on their web sites. Most of them run arcade style sites and spend a mass of time and money driving traffic to them.

### But that leaves a big question...

Why fight to drive players to an arcade site and have to compete with the likes of Miniclip and thousands of similar sites when you can go somewhere that already has a massive captive audience packed with people who like to play these kinds of games?

Only a select few have been making use of combining [Mochi Games](#) and Facebook so far and they are very shy about revealing how they've got the publisher bridge in Mochi working with the Wall Posts in Facebook.

When I tried to find a contractor who could do something like this I was inundated with emails telling me what I was trying to achieve couldn't be done and I only had three bids for the job (usually a Facebook app job will get 10 or more bids in my experience).

Date ↑↓	Name ↑↓	City ↑↓ / Country ↑↓	Rating Avg. ↑↓ / # of Ratings ↑↓	Worker Ranking ↑↓	Posts ↑↓	Last Bid ↑	My Notes	Hide / Unhide
5/5/2011 5:15:45 AM	<a href="#">DMW Technologies</a>	In Chandigarh, India <a href="#">(see local date/time)</a>	☹️ 1 (Horrible) out of 1 ratings.	Ranked #39,212 out of 327,061 (higher than 88.01% of their peers).	<a href="#">View 1 message(s)</a> <a href="#">Reply</a>	\$350.00	<a href="#">View or Accept</a>	<input type="checkbox"/>
5/6/2011 3:16:42 AM	<a href="#">Delta Technologies</a>	In Karachi, Pakistan <a href="#">(see local date/time)</a>	😊 5.75 (Above Average) out of 16 ratings.	Ranked #41,266 out of 327,061 (higher than 87.38% of their peers).	<a href="#">View 1 message(s)</a> <a href="#">Reply</a>	\$1,000.00	<a href="#">View or Accept</a>	<input type="checkbox"/>
5/10/2011 5:54:03 AM	<a href="#">vnPhpScript</a>	In Vinh, Vietnam <a href="#">(see local date/time)</a>	😊 9.15 (Superb) out of 52 ratings.	Ranked #2,595 out of 327,061 (higher than 99.20% of their peers).	<a href="#">View 1 message(s)</a> <a href="#">Reply</a>	\$500.00	<a href="#">View or Accept</a>	<input type="checkbox"/>

Out of the three bidders the cheapest was with a guy who had a terrible reputation on [Vworker](#) and no one in their right mind would attempt business with them and the other two quotes were for \$500 and \$1000 respectively.

And that quote was for doing just one game!

With the supplied software you can create as many of these kinds of apps on Facebook and once you've picked a game from one of the 32,000+ available it will take you just five minutes to go from choosing the game to having it up and running on Facebook.

## System Requirements and prerequisites.

You will need the following;

- 1) A Windows based PC with XP or better (or an Apple Mac running VM Ware or Parallels)
- 2) A web hosting account with a host that uses Unix/Linux based hosting with PHP version 5 or better. This is most hosting companies these days but if you want some recommendations then here are a few that either myself or my clients have used.
  - a) [HostGator](#) – One of the most popular and reliable hosts and my personal choice for this.
  - b) [Hostforweb](#) – Excellent service and support and very reliable.
  - c) [Valcato Hosting](#) – More than acceptable.
  - d) [eHostPro](#) – Cheap and works well for these apps.
- 3) An ftp program. You can get a good free one from [CoffeeCup Software](#) if you don't already have one.
- 4) A domain name. This does not have to be dedicated to your Facebook applications/games, you can use an existing domain and just put your apps in a subfolder. The domain you use will never be seen by those playing the games as they are served up through Facebook.

I get all my domains through [GoDaddy](#) who often run special offers where you can pick up a domain for under \$2
- 5) [A Free Publisher Account with Mochi Media](#). Signing up is free and easy and takes just a couple of minutes. Approval is instant, just sign up and confirm a link in your email.
- 6) To have watched the three included videos on how to use the software.

## Considerations in Game Selection.

Mochi Media at the time of writing has around 32,000 games available, a third of which are 'leader board enabled'.

Ideally the games you build will have the leader board functionality as they provide the extra wall posts where users brag about their scores.

But although these are the preferred type of applications, don't discard the other 20,000+ games that are available. If a game is good then people will invite their friends and post on their wall that they've been playing it and a non-leader board game of a type that captures the imagination of the players can easily become as or more popular than one of the leader board titles.

### **Not all leader board games are equal...**

The other consideration is that not all leader board enabled games are winners. Some of them only post to the leader board in certain situations, others require the user to elect to post their score, which is fine but if the submit score button is neither clear nor obvious then you could be losing some posting opportunity.

The other thing to watch out for is that some games claim to be leader board enabled but they don't actually work with the leader board properly. Playing a test game or two while on the Mochi Games site and seeing if the leader board appears and gets updated is the biggest hint. If the leader board on their site works then its a 98% certainty it will also work with the 'publisher bridge' which is the code responsible for passing score information back to the Facebook application.

### **Sometimes even the worst games can become a hit.**

I recently put a game up which made no sense at all. There were no instructions and the scoring and actions in the game seemed totally random. Since I can put a game live on Facebook in under five minutes I figured it would be an interesting experiment to put the game online and play it myself and make some wall posts about how silly the game is and how it makes no sense, etc.

Guess what... ALL my friends played it and started doing the same! It was actually funny that no one could work it out and it became a challenge to try to figure the rules.

It took off quicker than some of the really good games I've promoted and was soon sucking in some healthy ad revenue.

**Remember – things go viral for a variety of reasons.**

## **Banner Advertising.**

When most people set up an app for the first time they somehow get it in their head that they need to make sure they've got a pile of banner ads in from day one so they get every last chance of making a penny.

This is almost always the wrong way to go about things.

Today's surfers and game players are more savvy than ever before. They understand that games and fun sites have to be paid for somehow and expect to see ads if something is free.

When something is already popular and there is a lot of buzz about it others will try it out almost regardless of whether it has ads on it or not. But when something is new and not established and its thrusting ads in people's faces – don't expect them to stick around for long.

When you first launch an application you are going to start with a handful of users and even if every single one of them clicked on one of your ads we are not talking big money.

It is far more sensible to see these running without banner advertising and build a user base and then as the game gets popular and more and more people are wanting to play – then add your ad codes.

Also don't expect miracles. You are unlikely to get hundreds or thousands of players overnight. Generally in the first month if you can build 100 users then you can potentially expect that to increase month on month so that within a few months you're getting thousands of players.

## Keep It Simple.

It is all too simple to get seduced by the fanciest looking, complicated games but often its the simplest of games/apps that do the best.

I have built complex multi player games, large quiz applications and many others and no matter how good I've made them and how much I've promoted them the smaller simpler apps have always outdone them on user count, virility and ad revenue.

Keep this in mind when selecting the games you want to use.


When I've held discussions with people wanting to get into facebook apps they always have these big ideas for clever apps. I don't discourage them but I always suggest they also launch a few small silly little apps and I'm yet to have a case where the smaller app hasn't out done their big one even when they've hardly put any effort into promoting it.

Do not underestimate the potential of simple, fun apps.



This is the disappointing snapshot for a quiz app I built and that has been running on Facebook for over a year now. I have used the same methods detailed in this report to get traffic to it and you can see that its really never lifted off. Yet this is a clever app with a host of features.

Now lets look at two simple apps...



**How and When will I meet my end?**  
 Directory Status: **Approved**  
 Your app is currently listed in the Application Directory. You can [edit](#) or [delete](#) your entry.

Monthly Active Users	People who like this	Total Users
<b>300</b>	<b>17</b>	<b>149</b>

This has been running a few days (this is the one I set going when I began editing this report), because its so new the total user count hasn't update yet, but as you can see in just a few days using just the methods I am detailing in this report its already got 300 active users.

And here is one that's been **running less than three weeks** at the time of writing...



**Daily Horoscopes**  
 Directory Status: **Approved**  
 Your app is currently listed in the Application Directory. You can [edit](#) or [delete](#) your entry.

Monthly Active Users	People who like this	Total Users
<b>850</b>	<b>19</b>	<b>404</b>

These particular apps are random phrase apps and were made with my other Facebook app tool "Social App Creator" which you can find at a special price here: [Social App Creator Special](#).

**And if you want to see the real potential of apps like these:**

This is a simple app like the sample I launched for this report but that I did last year and went on to flip to another app developer;



**How and When will I die?**  
 Directory Status: **Approved**  
 Your application is currently listed in the Application Directory. You can [edit](#) or [delete](#) your entry.

Monthly Active Users	People who like this	Total Users
<b>13.5K</b>	<b>3,372</b>	<b>71.5K</b>

So I repeat... **DO NOT Under-estimate the power and potential of simple apps.** It is all too easy to think you have to have some big, clever, feature packed game or quiz to pull people in but all you really need is something simple, fun and viral.

## **Help! No one is using my Facebook App/Game!**

Maybe you've invited a few of your friends to have a go and a few of them loaded it and spent 20 seconds on it out of kindness.

**To be blunt – you've got to tell as many people as you can about your app.**

Sounds simple doesn't it? For something to begin to go viral you need to get the ball rolling. For every 100 people you tell only one of them might be a Facebook shouter (someone who invites everyone to everything and lives on Facebook).

We need a handful of these types of people.

**OK... Let's get started.**

At the time of writing I have just uploaded a new application to Facebook. It's a copy of an app that I did well with before and I have now re-written it using the latest Facebook code and iframes method.

I will do exactly what I am suggesting here to give it an initial push, nothing more and nothing less and you can follow its progress if you like:

<http://apps.facebook.com/klondikechallenge/>

And in a sneaky way I've just managed to get the link to the application into this report knowing there's a very good chance that you'll be curious enough to check it out.

And that is the first trick to marketing an app.

**Mention it very time you open your mouth.**

Use the application yourself and post its results to your wall on a daily basis. Invite as many people as it will let you every day. Facebook imposes some limitations on this for new applications/developers but these limits keep changing and at the time of writing are nowhere near as bad as the 3 or 4 invite limit that used to apply to all new apps for the first few weeks.

Invite as many people as you can each day, but here is the key while you are limited:

## **DON'T just pick random people!**

Pick people who are most likely to join the application.

### **The chat window trick...**

What I generally do is open the chat box to see who is online and then ask those people to give me an opinion on the new application that I have just made. I then give them the link and they go visit it and come back and tell me what they think of it.

Facebook have a few basic criteria for being able to submit to their application directory. The rule of thumb is simple: **Submit to the app directory as soon as you can.** At the time of writing the only criteria are that your application must have at least 5 total users or 10 monthly active users and it must be FINISHED.

The only other thing to keep in mind is that the user statistics you get with Facebook are not real time. Also you will sometimes find your reported figures are above the minimum requirements but when you try to submit to the directory you get told your app hasn't qualified yet. While this is frustrating, don't worry, just come back 12-24 hours later and their systems will have caught up.

Take your time in submitting, follow the instructions carefully and read their terms. Make sure you have tested your app before submitting too.

But once you've got it submitted don't sit back and wait. Keep inviting, keep using the app yourself, etc. If the user count is building you will feature higher in the directory.

## **So far.... so what?**

It's quite possible that right now you're thinking "these are the big secrets to launching an app?"

Well this is just the start and you would be amazed at how many people don't invite their own friends to use their application.

## More Facebook Accounts...

I would suggest that you set up a **separate Facebook account**. If you want the most people to get on board then create that separate account in a female persona.

Sexist? I don't intend to be. I can only tell you what works.

**WARNING:** When creating a 'fake/dummy' Facebook account, don't grab the profile picture from Google like some courses encourage you to do. If this gets spotted the account will get suspended for using material that might be subject to copyright. You can cheaply get perfect profile type pictures that won't have any legal comeback from places like istockphoto.com and bigstockphoto.com, and there have even been PLR packs of images that are easy to cut a head and shoulders shot from.

## Mass Add Email Systems

A mass add email system is a group where someone has started off with one email and then suggesting to the next person viewing the group copy and past the existing list and then adding their email to the end of the list.

This list can have in excess of 5000 emails in at a time. WOW an instant email list of people who are already on Facebook. Not only that but there are hundreds if not thousands of these groups with mass add emails.

But you must utilise these emails to maximise the results and follow these instructions very carefully otherwise you will waste a great opportunity.

## **DO NOT START MASS EMAILING INVITING PEOPLE TO YOUR APPLICATION.**

This will allow you only use the emails once in the recruitment of your application users and you stand a good chance of getting accused of spamming.

To gain the maximum use of these emails from the mass adds you need to get these people to become your friend. Since they are looking to add people who have a certain interest this is pretty easy.

Follow the instructions in the group on adding your email to the end of the list and using the list to request friends.

You should also post “add me” messages to the walls of as many of these groups as you can. Soon you will be getting a load of friend requests on a daily basis. Just remember that the most ‘friends’ you can have is 5000 so as soon as your account begins to snowball you’ll want to make another one and repeat the process but by approaching different groups so you end up with different friend requests.

Add each of your accounts to each of the others friends list too. A wall post gets more exposure when it is ‘liked’ so by doing this you can make a wall post and then go in with each of your other accounts and hit the like button.

If you like you can make your own “mass add” group. Just copy what the successful ones have done as far as the welcome page and the email lists. By having your own group you can also directly mail the members which is good for further promotion.

The page for creating a new group is <http://www.facebook.com/groups.php>