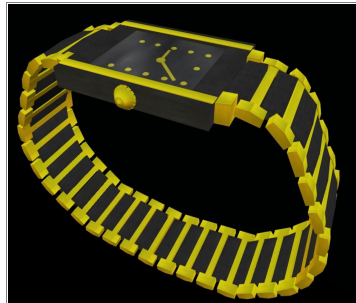




3D Virtual Goods for Your Business

How to use “virtual goodies” to promote your business.

A Wishfarmers White Paper



You've probably been hearing a lot about "virtual goods"...



These are the micro-luxuries - small indulgences - that comfort consumers in lean times - but now they are virtual: Existing in social networks, and emerging "virtual world" platforms.

But virtual goods (and their uses) vary a bit more widely than is usually reported in most articles.

The term is applied in relation to companies ranging from [Zynga](#) - who profit directly from user micro-purchases - to [IMVU](#), and [Linden Lab](#), whose business models rely on a symbiotic relationship with user content creators.

In virtual worlds like Linden's "[Second Life](#)", these goods can take the form of almost any kind of clothing or accessory, vehicles, custom toys and pretty much anything else you can dream-up (and quite a few things you never would).

But if you've been wracking your brain trying to figure out how to sell a virtual version of your "real-world" products, just stop.

And start making something cool. Then give it away. For free.



Why Virtual Goodies Make Great Schwag

Obviously, once virtual goods are created, it costs nothing to reproduce them. In most cases, you can give out hundreds (or thousands!) as easily as just one.

Now, if you could afford to give out goodies to everyone on the street, just to promote your brand / product / bake sale - you would, right? Well, now you can. Sort of.

No, of course I won't try to tell you that a virtual t-shirt is the same as real. But by now you've understood that these virtual luxuries have their own, specific value. If not, go read some of [these articles](#) and come back.

The point is that you can now afford to give away something that really does have value to the audience.

And this isn't just some pretty (though ultimately useless) brochure, or coupon for next Tuesday - it can be a favorite hat in someone's virtual wardrobe, or the central component in their virtual living room.

In other words: Something they see and/or use often. Now all you need is to make sure they think of you when they use it.

How to Make Cool Stuff Relevant

Okay sure - maybe that sounds a little easier than it is. Lots of people *do* need help making cool virtual stuff, but there are always [talented folks like The Wishfarmers](#) to lean on if you haven't got the time or chops to make your own content.

But the real question is what sort of virtual goodies would work best for you. It's something you *must* invest plenty of your own thought in, first.



The best promotional goodies relate naturally to what they promote: If you've got a business that lends itself to this (a shoe store), then the right promo may be obvious (virtual shoes). Other cases may not be so easy, but it is worth the effort to dream-up something that will best represent your brand out in the (virtual) field.

In Second Life, for example, virtual goodies tend to fall into these categories:

- Clothing and Accessories
- Functional "Gadgets"
- Toys (including Games)

While clothing and accessories are always wildly popular, useful virtual gadgets for Second Life also have great sticking power: Residents make extensive use of Twitter relays, [job search tools](#) and [other gadgets](#).

And if they like it, they *will* remember your brand.

Finally, never underestimate the value of [pure enjoyment](#): These platforms are great for delivering small, fun [toys and games](#). These can really help you connect with users, even if it bears only the slightest relation to your product - as long as it's fun!

Depending on the type of schwag, there will be opportunities to include links to your websites, logos, or other branding. Take full advantage of this, but be tasteful about it.

The important part is to make it something worth having - and you've got yourself a first-rate freebie.



Giving It Away

You will be surprised to learn how easy it is to distribute virtual goods for most of these platforms.

For example, with virtual goodies for Second Life, you have the option of making them freely copyable - meaning anyone with your promo t-shirt can give a copy to another user.

Think about this for a moment: It has incredible implications. Your promotional material now spreads in the same manner as free software. For as long as it remains worth having, people will be sharing it.

That beats the lifetime of most other advertising media, by a long shot.



Another great venue (for Second Life) is provided in the form of “[XStreetSL](#)”, the official shopping portal. Users browse XStreetSL, choose and buy virtual products, and have them delivered directly to their avatar.

And, as you might imagine, free stuff sells very well.

Using XStreetSL, you can set up a [vendor presence](#) for your campaign, complete with a catalog of your virtual goodies. Now users have instant access to your virtual schwag, always.

Your cost: \$0.

The Real Value of Virtual Good(ie)s

The real value of virtual goods to most initiatives is as a direct promotional vehicle. In this regard they offer some truly unique advantages.

They are a no-cost promotional venue, with no real distribution overhead, through which you can give infinitely copyable virtual goodies.

You see – I *told* you this was [awesome!](#)

[Who Are The Wishfarmers?](#)

[The Wishfarmers LLC](#) is a small California design and development studio innovating for virtual worlds since 2004.

Check us out at [wishfarmers.com](#), and [let's talk](#) about your crazy ideas!

The Unique Wishfarmers Development Service

The Wishfarmers work with you to understand your product, clients and marketing philosophy. Our combined expertise in design, 3D graphics and web development will help you determine the best way to use 3D to your advantage.

And then we make it happen – for clients ranging from employment leader Kelly Services to the University of Wisconsin Medical Center.

How could your business benefit from all this cool new 3D? Should you enhance your website with a game involving your product? Would your customers like a catalog showing your products in detailed, movable 3D? Location-based business can provide a 3D “fly through” tour of the location, with interactive displays for each of the attractions.

All of these possibilities and more are now available to you – let us help you take advantage of them!

How to Get Started

Have you got your own ideas already? Of course you do! We're eager to hear your vision and make it a reality.

Getting started with The Wishfarmers couldn't be easier. If you're excited but not sure to do – give us a call! Brainstorming a unique 3D application or experience for your business is what we live for.

And it won't cost you a cent, because **initial consultation is free!**

Visit us on the web

wishfarmers.com

Call us any time

(925) 568-0022

Mailing address

PO Box 64

Sunol CA 94586

About The Wishfarmers

The unique Wishfarmer service begins with “what if?”

- **What if** your business could have a new venue, accessible 24/7 from anywhere in the world?
- **What if** your business could offer “freebies” that increase visibility and sales, with no per-unit cost?
- **What if** you could engage clients and partners in a way that is more active and personal than the web?
- **What if** you could easily increase your reach to international markets?
- **What if** your business could stand out among competitors and attract hip new clients?



3D and virtual worlds are growing exponentially in popularity, as computers become more powerful.

Like the “flat web”, 3D and virtual worlds can give your business a venue that is always-on. But unlike the traditional “document model”, 3D offers your the unique capability to engage visitors in an *immersive* environment that can feel just like visiting your real business -or even something completely new!

Drawing on the combined expertise of our team of talented designers and developers, we infuse every project with our original blend of inspiration, vision, and technological innovation.

Complete solutions require complete understanding. The Wishfarmers develop a solid understanding of your product and business, in order to truly leverage these technologies to help you reach your goals.

The Wishfarmers are *not* a consultation business, but a team of *working* artists, designers and technologists. We deliver *complete* solutions built on the extensive experience of our members, each of whom have over 10 years in art, engineering and design.

And if we think something you have in mind is a poor utilization of these techniques, or will fail to achieve your goals, we will tell you. This is a valuable part of the service we provide.

The Wishfarmers have been deploying creative projects in 3D and virtual spaces since 2004!

Before most people had even heard of these technologies, we were developing the expertise and experience to bring your business into this new level of interaction.

The 3D Internet is waiting for you – what are *you* waiting for?

Company Information

Founded by a team of previous 3D and virtual worlds collaborators dating back to 2004. Incorporated January 2007 as a California Limited Liability Company.

Our management team includes professional technologists and designers, each with expertise in their own field, as well as a background in virtual worlds, 3D and VR technologies.

Gary Douglas CEO and Chief Creative Officer

A professional with 15+ years in engineering, development and info security at Wells Fargo Bank, Yahoo, PeopleSoft, Oracle and many others, Gary is a lifetime technology nut. But he is also a published artist with a background in drawing, painting, writing and photography. Obsessed with both virtual realities and fine art, he was predestined as a virtual worlds evangelist. Founding "Chief Executive Wishfarmer" and designer, he also serves as a principal systems developer.

Sebastian Goodwin Chief Operating Officer

Sebastian is a published technology consultant, and accomplished entrepreneur and manager. He brings a wealth of experience managing teams and developing business internationally for his own start-ups and for Fortune 500 corporations.

Rachel Leigh Director of Wishfarming

Rachel is an Fine Arts major and renowned Second Life "*fashionista*" with a reputation for realism and a wide range of design skills,. As our Director of Wishfarming, her unyielding attention to detail and keen aesthetic sense guide our most critical works.

Christopher Fisher Director of Operations

Web developer, computer geek, and programmer: If it's done on a computer, founding member Christopher has the chops. He combines this knowledge with imagination to help us produce our virtual creations. He earned a Business degree from Cal State Polytechnic University Pomona, and serves Wishfarming as a project manager, and developer.

Lisa Rein Director of Marketing

Lisa is a prolific communicator and researcher, able to move seamlessly from wide-angle to macro focus on matters of community, law and politics, artificial intelligence, technology, music, fine arts and more. Her extensive publication credits include everything from technical articles for C|Net and O'Reilly Publishing, to political analysis for Wired Magazine. She is a founding member of the Creative Commons council, and a co-author of the XML standard.

Starting from as little as an idea, or sketch, The Wishfarmers have design, develop and implement content and richly themed 3D environments with often extremely advanced integrated systems.

We continue to provide this unique service to clients including global employment leader Kelly Services, USC Media Lab, Accuweather.com, University of Wisconsin, and many others.