



# MISFITS IN ACTION

[HTTP://WWW.MISFIT-STUDIOS.COM](http://www.misfit-studios.com)

## NEWSLETTER

It's a few days late, but newsletter number 4 is here!



You have received this newsletter because you have set your OneBookShelf account settings to allow emails from publishers. If you do not wish to do so, you must change this setting in your account.

### WHAT'S GOING ON WITH MISFIT STUDIOS

The family and I were away on vacation for the last week of July, so I'm just now catching up on things. That includes catching up on writing and releasing this newsletter.

Perhaps the biggest **Misfit Studios** news for July of 2014 was me launching a peripheral, secondary business: Steven Trustrum Marketing. Some of the services offered by this new company are going to be rolled out through Misfit Studios for the sake of expediency and branding, but it is actually a separate company.

**Steven Trustrum Marketing** offers a variety of marketing services, with a focus upon online marketing and sales, and website consulting. The company's first product will be discussed in the new releases section.

Another bit of important news is that **Misfit Studios** has begun producing new goodies for the **BASH!** role-playing game system. Right now we only have the one release (details to follow), but more are to follow. The system's developer and publisher, Chris Rutkowsky, has been very helpful, and even helped out with some of the conversions for our next **BASH!** project.

## MISFIT STUDIOS' NEW RELEASES

In June, **Misfit Studios** released the following products:

### OPERATION MARSHAL LAW FOR BASH!

Stock #: MIS2101

The first of **Misfit Studios'** releases for the **BASH! Ultimate Edition** rules, **Operation: Marshal Law** details the US Marshal Service program intended to integrate super-powered beings into the agency as law enforcement officers.

Within **Operation: Marshal Law for BASH!** you will find:

A US Marshal's field office built using the new Membership advantage found in **Awesome Powers 4**

A template of traits for US Marshal training requirements that must be met to allow your game's characters to join this agency

Three ideas for involving the US Marshal Service in your game

**BASH! Ultimate Edition** and **Basic Action Games** are the intellectual properties of Chris Rutkowski © 2004. This product has been published for use with **BASH! Ultimate Edition** under license.

See <http://www.bashrpg.com> for more information on the third party publishing license.

**Purchase:** [RPGNow \(PDF\)](#)



### WEBSITE ANALYSIS REPORT

Stock #: MIS9058

Small businesses do not like to spend money, especially when it comes to their website. Unfortunately, this often results in a website that under-performs. Poor choices in this regard could be holding your company back from being able to meet its full online potential. That means **lost sales and revenue** opportunities.

The **small business website analysis report** offered by **Steven Trustrum Marketing** uses a combination of online testing tools and years of professional experience in online marketing and content optimization to conduct a basic but thorough website analysis for you, the results of which will indicate some of the things you are doing correctly and some you are doing wrong.

#### *Small Business Website Analysis Package Contents*

Our website analysis report is broken down into three primary categories of information, each of which addresses a particular, overall aspect of fielding a competent online marketing strategy and effectively performing website.

Performance and Speed

A test of your website's load time on three separate occasions for



comparison, along with other aspects of performance. This includes how coding and design choices affect how well your website works, and the speed at which it does so. We will tell you what is slowing you down.

### **Search Engine Optimization (SEO) & Marketing**

What your website is (and is not) doing to draw traffic (i.e., potential customers) in from search engines, especially Google. We'll tell you what about your website design is preventing you from being spotted more easily in online searches relevant to your product.

### **Functionality & Usability**

How your website's design, including the code output to the browser, could be making your website difficult for visitors to use and navigate. The less efficient functionality and usability are, the less likely your website is to convert into a sale. We'll tell you where your design is taking wrong turns.

#### *What Our Website Analysis Is ...*

The report we provide following your website analysis will provide the basic results of an examination and testing process. This analysis will include a number of tools, an examination of your site's source code output (as is publically made available through the browser), and the opinions of Steven Trustrum based on his online marketing experience.

#### *What Our Website Analysis Is Not ...*

The analysis report is not a step-by-step guide to improving your website, nor is it a line-by-line examination of your code. It is an analysis with specific intentions. The information provided in the report should be sufficient for you to research solutions on your own, or you can seek further help from **Steven Trustrum Marketing** or a similar consultancy service.

#### *Qualifications*

Steven Trustrum spent over a decade working in market research in various capacities, including fielding research projects regarding website performance and usability. He has also helped prepare such research studies for internationally operating clients. He has also been acting as online content manager for a multi-national corporation since 2009, overseeing all online content and ensuring it meets SEO standards, while also assisting with devising online marketing strategies.

As a freelance writer and small press publisher, Steven Trustrum has practical knowledge of online marketing and small business website design strategies and requirements that work. The value of what customers are getting in return for purchasing this package has been greatly discounted to meet small business budgetary concerns.

**Purchase:** [RPGNow](#)

## **ERIC LOFGREN PRESENTS BATTLE AGAINST THE UNDEAD**

*Stock #: MIS9060*

This stock art image by Eric Lofgren depicts a female mage, female rogue, and male warrior engaged about to be overrun during a Battle against the Undead hordes amongst some ruins, at 10x13" dimensions.

This purchase includes one JPG and a TIFF version, both at 300 dpi

All art files are bundled in a ZIP file.

**Purchase:** [RPGNow](#)



## AUGUST 2014, ISSUE 1.4

### ERIC LOFGREN PRESENTS AT-TACK, MY MINION!

Stock #: MIS9061

This stock art image by Eric Lofgren depicts a male warrior leaping on the attack at an elven female in true "Attack, My Minion!" fashion, at 8.15x11" dimensions.

This purchase includes one JPG and a TIFF version, both at 300 dpi

All art files are bundled in a ZIP file.

**Purchase:** [RPGNow](#)

## PROMOTIONS

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**Misfit Studios** is offering a free PDF of your choice from the [Misfit Studios Savage Worlds catalog](#).

To win, be one of the first ten people to Tweet ALL of the following 3 criteria (if you miss even one, you can't win!):

- 1) In ten words or less, describe what you think about Misfit Studios' Savage Worlds products.
- 2) Include the hashtag #sagaworlds
- 3) include our website URL in full: <http://www.misfit-studios.com>

Purchase of a **Misfit Studios** product is not required in order to win.

## ALTERNATE NEWSLETTER ACCESS

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If you want this newsletter in PDF format, visit the [Freebies](#) section of our website.

Keep current with what's going on by visiting the [Misfit Studios](#) homepage.

