

NFT Licensing Starter Workbook

A Simple Guide to Begin Your NFT Licensing Journey

(Companion to the NFT Licensing Webinar)

1. What Makes Your NFT Licensable?

A quick way to assess your starting point.

- ✓ You understand what rights you own
- ✓ Your NFT has identity (character, style, vibe, brand)
- ✓ You can explain what makes it unique
- ✓ It has potential use cases (digital or physical)
- ✓ You can imagine companies using it

What gives your NFT licensing potential?

2. Your NFT Identity (Brand Snapshot)

Write 1–2 sentences describing your NFT like a brand asset.

How would you introduce it to a company?

What makes it stand out visually or conceptually?

3. Use-Case Brainstorm

Check anything that fits your NFT:

- ☐ Apparel / merchandise
- ☐ Gaming assets / digital skins
- ☐ Digital collectibles
- ☐ Brand collabs
- ☐ Promotional use
- ☐ Social or creator partnerships
- ☐ Virtual events or avatars
- ☐ Other: _____

Best category for your NFT (and why):

4. Licensing Materials You'll Need (Starter List)

You only need a few basics to begin:

- ☐ NFT summary (1 paragraph)
- ☐ Identity snapshot (1 page)
- ☐ Simple examples or mockups
- ☐ A basic pitch deck (6–8 slides)
- ☐ Your rights statement
- ☐ A short outreach email script

Which item will you create first?

5. Starter Partner List

List 3–5 companies your NFT could align with.

1. _____
2. _____

3. _____
 4. _____
 5. _____
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6. Simple Outreach Message Template

Hi ___, I'd like to share a small licensing idea involving my NFT, _____.
It may be a strong fit for _____ and could complement your brand or product line.
Are you open to a short conversation?

Your customized message:

7. Your First Action Step

Choose one to begin with:

- ☐ Define your NFT identity
- ☐ Make 1–2 mockups
- ☐ Build a simple pitch deck
- ☐ List potential partners
- ☐ Send your first outreach message

Write your next step:

CTA — Your Path Forward

If you want to keep building your licensing campaign step-by-step...

 **Join the IP Licensing Coach Academy as a FREE *Launchpad Lite* Member**

You'll get access to:

- Tools
- Checklists
- Templates
- Licensing training
- Resources to help you build your NFT licensing campaign

It's the best way to get started — at no cost.

When you're ready for the next level...

Upgrade into the **Licensing Launchpad Accelerator**

— the 8-week program where you **build and launch your full licensing campaign** with:

- ✓ Expert coaching
- ✓ Done-for-you templates
- ✓ Pitch deck structure
- ✓ Outreach scripts
- ✓ Rights tools
- ✓ Market guidance
- ✓ Weekly support

This is where your NFT stops being a collectible...
and becomes a **market-ready licensing asset**.