

A FREE FIELD GUIDE FROM KURV · BOOK 06

Bring Your People

BOOK

06

YOUR PEOPLE



A practical guide to building a real community
around your NFT collection, before and after the mint

FREE

A free field guide from KURV. For creators who'd rather have fifty people who care than five thousand who don't.

[Apply at kurv.fun/apply](https://kurv.fun/apply)

KURV is testing on Base and Solana, with mainnet coming.

Before we start

Great art doesn't sell itself. People have to see it, and then they have to care about it. Community is how both happen.

"Community" gets used as a buzzword a lot. Here, it just means this: real people who like what you make, talk to you and each other, and show up when you share something new.

This book is a practical guide to building that. It isn't about hacks, giveaways or tricks to get big numbers fast. Those usually bring people who leave just as fast. It's about steady, honest habits that bring the right people.

What's inside:

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- Why community comes first
 - Finding your first people
 - Sharing your process
 - Being where your people already are
 - Talking with people, not at them
 - Your mint, explained honestly
 - Keeping people around after the mint
 - Things to avoid
 - A simple weekly routine
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Why community comes first

People collect from people

Most collectors buy from creators they know something about. They've seen the art come together, they've read your posts, maybe they've talked to you. That connection matters more than any single announcement.

Start before you're ready

The best time to start building a community is before your collection is finished. If you wait until the mint is ready to start talking, you're asking strangers to care all at once. If you start early, people get to watch it come together.

Small is fine

You don't need thousands of followers. A small group of people who genuinely like your work is far more valuable than a big group who don't. Start there.

Finding your first people

Start with who you know

Your first supporters are often people you already know: friends, other artists, people who've liked your work before. Tell them what you're making. Ask for honest feedback.

Find people who like similar things

Look for people who collect or make art similar to yours. If you draw pixel cats, find people who love pixel art, cats or both. Follow them, enjoy their work and say something real about it.

Join other artists' communities

Being a good member of other communities is one of the best ways to meet people. Comment on other artists' work, join their art prompts, celebrate their drops. Do it because you mean it, not as a tactic. People can tell the difference.

One real conversation beats a hundred follows

Following lots of people hoping they'll follow back rarely builds anything. Having real conversations with a few people does.

Share your process

People love seeing how things are made. Your process is the easiest content you'll ever have, because you're already doing it.

What to share

- **Sketches and early drafts.** The rougher, the more interesting.
- **Trait experiments.** "Should this cat have a crown or a party hat?"
- **Before and after.** A first draft next to the current version.
- **Your tools.** What app you use, how you set up your layers.
- **Mistakes.** A weird glitch, a trait combo that looked terrible. People love these.

Ask for opinions

Let people vote on small things: a color, a trait, a name. It makes them feel part of it, and you get useful feedback. Only ask about things you're genuinely open to changing.

Be consistent, not constant

You don't need to post every hour. A steady rhythm, a few times a week, is better than ten posts one day and nothing for two weeks.

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Be where your people already are

Don't try to be everywhere. Pick one or two places where people who'd like your art already spend time.

Pick your main place

For a lot of NFT artists, that's X. For some, it's Instagram, Discord, Telegram or somewhere else. Pick the one your people use most and focus there.

Make your profile clear

Someone who lands on your profile should understand in five seconds:

- ☐ Who you are
- ☐ What you make
- ☐ Where to see more

Your collection's name and pitch (see *Name It, Tell It*) belong in your bio.

Consider a home base

Once you've got some people, a group chat or server can be a nice home base. It's where your most interested supporters can hang out and talk with you and each other. Don't start one too early, though. An empty server feels sad. Wait until you have people who'd use it.

Talk with people, not at them

Reply to every comment you can

When someone comments on your post, reply. A real reply, not just a heart. Early on, this is the most important thing you can do.

Ask real questions

"What would you name this cat?" invites conversation. "Like and share!" doesn't.

Celebrate other people

When someone makes fan art, shares your work or shares their own drop, celebrate them. Share their stuff with credit. Communities grow when people feel seen.

Be yourself

You don't need a brand voice that sounds like a company. Sound like you. Casual is fine. Jokes are fine. Being honest about what you don't know is fine.

Stay out of fights

Not every comment deserves a reply. If someone's being hostile, you don't have to engage. Mute and move on.

Your mint, explained honestly

When your collection is ready, people need to understand how to get a piece. Clear, honest info builds trust.

Explain how it works on KURV

On KURV, collectors log in with Google, Apple, email, Base, X or Telegram, and a wallet is made for them. No app to install, no seed phrase. That's a big deal for people who've never collected before, so say it plainly.

Anyone can mint, no invite needed. Only creators need an invite to put a collection on KURV.

Explain the basics of your sale

Tell people the things they'll see on the mint page: the price type you picked (fixed, mystery or rising), any phases, and whether there's an allowlist. Keep it simple and link to the KURV docs for details.

Explain the Vault simply

Every collection on KURV has its own Vault. Whenever the Vault holds money, a holder can sell a piece back to it at that moment's Vault Exit. That's a quote at a moment, not a promise, and a Vault can hold \$0. If you mention the Vault, say it exactly like that.

Never promise value

Don't promise that pieces will go up in price, that people will make money, or that a Vault will hold a certain amount. Every price and buyer is up to the market. Being honest about this protects your collectors and your reputation.

Only share official links

Share your mint link from kurv.fun, and only from your own accounts. Warn people that you'll never DM them first with a mint link. Scammers love to impersonate

creators around a mint.

After the mint

The mint isn't the finish line. It's where the real community starts.

Thank people, personally

Thank the people who minted. Shout out first collectors. Share the pieces people got (with their permission). It means a lot.

Keep sharing

Keep posting your process, new ideas and behind-the-scenes stuff. People who collected want to see what you do next.

Celebrate your collectors

Share collectors' posts about their pieces. Feature fan art. Run small prompts like "show us your piece in a new setting."

Only promise what you'll actually do

If you plan to do more with your collection, say so only if you really will. It's much better to promise a little and do more than to promise a lot and fall short.

Keep the conversation going

Your community is a group of people, not an audience. Keep asking them what they think, keep replying and keep showing up.

Things to avoid

Fake numbers

Buying followers, fake engagement or bots might make numbers look bigger, but they bring nobody who cares, and people notice.

Spam

Posting your mint link in every reply, tagging dozens of random big accounts, mass-DMing strangers. It annoys people and can get accounts restricted.

Rewards that attract the wrong people

Giveaways that ask people to follow, like and retweet often attract people who want free stuff, not people who like your art. They usually leave right after.

Hype you can't back up

"This is going to be huge!" sets expectations you can't control. Specific and honest beats big and vague.

Going quiet

Disappearing for weeks after the mint is one of the fastest ways to lose a community. Even a short update is better than silence.

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A simple weekly routine

You don't need a big plan. Here's a simple routine you can actually keep.

A few times a week:

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- ☐ Share one piece of your process: a sketch, a trait, a mistake.
 - ☐ Reply to every comment you get.
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Most days:

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- ☐ Spend a little time enjoying other artists' work and leaving real comments.
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Once a week:

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- ☐ Ask your community a question or let them vote on something small.
 - ☐ Celebrate someone else: share a piece of fan art or another artist's work with credit.
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Once a month:

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- ☐ Look back. Which posts got real conversations going? Do more of those.
 - ☐ Check your profile. Is it still clear what you make?
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Cheat sheet

- **Start early.** Don't wait for the mint.
- **Small and real** beats big and empty.
- **Find your people:** friends, similar artists, other communities.
- **Share your process:** sketches, experiments, mistakes.
- **Pick one or two places,** and make your profile clear.
- **Talk with people:** reply, ask real questions, celebrate others.
- **Explain the mint honestly:** log in to collect, no invite to mint, Vault Exit is a quote not a promise.
- **Never promise value.** Only share official links.
- **After the mint:** thank people, keep sharing, only promise what you'll do.
- **Avoid:** fake numbers, spam, follow-for-follow giveaways, hype, going quiet.

THE LAST PAGE

Bring them to KURV

Got your people and your art? Bring both to KURV.

Log in at **kurv.fun** and look around. Anyone can browse and mint, no invite needed. Making a collection? Apply at **kurv.fun/apply**. KURV is testing on Base and Solana, with mainnet coming. Want to try it first? Testing is open to anyone, and testers get a free mint on mainnet as a thank-you for helping shape KURV.

Nothing here is financial advice. Every price and buyer is up to the market.