At Mint Best Practices & Considerations

Minting your NFT collection is more than just a transaction on the blockchain; it's the culmination of creativity, planning, and execution. In this section, we'll provide some steps that we think are essential for a smooth NFT launch.

1. The first thing that you will need to consider before mint, is what type of policy you want for your collection. In short, open policies offer more flexibility and the option to make changes or additions to your collection indefinitely, accommodating future growth or changes in plan. On the other hand, closed policies offer certainty to your buyers and collectors that the NFTs can't be changed after the policy lock date, while also guaranteeing a fixed supply, which can be an important factor for a wide range of buyers. More info on Policy IDs in the *Understanding Policy IDs* section of the guide.

2. If you opt for a closed Policy ID for your on-demand collection, take into account the fact that the minting process can take from a couple of hours to a couple of months and any errors in metadata or images can only be fixed while the policy is open.

3. Double-check all artwork files and metadata for accuracy. Ensure that image resolutions, file formats, and metadata descriptions are consistent and of high quality and load correctly from IPFS.

4. Consider image optimization. Prepare your image or media files for the web to minimize minting costs and ensure smooth display across platforms.

5. Uploading images to IPFS - whether you're using Blockfrost or another service - can take a considerable amount of time, so have everything ready well in advance of the scheduled mint date. Depending on the minting service provider you opt for, this step may be done for you.

6. A test mint on the Preprod network is highly recommended to ensure your collection looks and behaves as intended. Depending on how and where you decide to mint your collections, this option can be available. For

instance NMKR offers a full version of their minting Studio app for the Preprod network, allowing you to fine-tune your collection before the official launch. [https://studio.preprod.nmkr.io]

7. Review all legal aspects, including copyright, licensing, and terms of service. Ensure that you have the rights to all elements of your NFTs and that buyers understand their rights upon purchase.

8. Ensure that all aspects of the minting process are secure. This includes ensuring that your minting page is protected against common web vulnerabilities, potentially auditing multisig setups or smart contracts if used, and even securing your own wallet - pro tip: it's best to use a hardware wallet if you're expecting significant amounts to be generated by the mint.

9. Consider steps to secure your Policy ID keys, especially if you opt for an open policy. Make sure you ask your minting provider for the policy keys - even an open policy can only be edited if you are in possession of them.

10. Have backups of all critical assets and data. This can apply both to the NFT itself and your own storage solutions. For instance in the case of our *Trybbles* collection we chose to backup the IPFS data with Arweave [https://www.arweave.org]. For your storage needs, consider using multiple storage solutions to ensure that your data is retrievable in case of any single point of failure.

11. Consider the timing of your launch. Analyze trends and aim for a period when you can maximize visibility and interest.

12. Estimate the total cost of minting, including transaction fees, storage fees for IPFS, and any additional services. This helps in setting the right price for your NFTs and understanding the financial implications of the mint.

13. Plan for the post-mint period. Consider verifications on secondary marketplaces in advance to ensure that your buyers can trade your NFTs shortly after the mint.

14. If you are launching a community oriented project, engage with the Cardano community early on. Share progress and set clear expectations about your project to foster trust with your audience.