

Forum:[Hack Forums](#)

Thread: [A guide to minting, marketing, and launching your own ERC20 tokens.](#)

Investor - September 27, 2022, 5:25 pm

Let me start off by saying this is in NO WAY a guide to create tokens that are geared towards gimmicks aka rug-pulls. The following guide was created for users who have the intention of creating tokens with utility.

Here's a video on creating an ERC20 token, but he launches it on the testnet

[Video: <https://www.youtube.com/watch?v=PdNxXGGWJRI>]

You won't be doing that.

I recommend launching on the polygon blockchain due to lower gas fees

<https://data.chain.link/ethereum/mainnet/stablecoins/dai-eth> you can use different contract addresses to change the utility, and value of your tokens.

Here's a template in solidity for a token that uses ETH/DAI prices as a stablecoin.

Template

<https://pastebin.com/hSRW7Q1v>

When you write a whitepaper, its similar to the prospectus for an investor to look at and should contain information about the coins background, development team, future plans, and use cases. This is your USP (Unique Sales Proposition)

Once you have a whitepaper written, and your code has been modified, go ahead, and launch the smart contract on the mainnet.

Information about adding the polygon network to metamask, be sure to setup on the main net.

<https://wiki.polygon.technology/docs/develop/metamask/config-polygon-on-metamask/>

Check the prices of gas here for the polygon network

<https://polygonscan.com/gastracker>

Once it's been launched, its time to throw together a marketing plan.

Here's a guide provided by hubspot to write a marketing plan.

<https://blog.hubspot.com/marketing/marketing-plan-examples>

A youtube short on the 19 channels of growth for marketing

<https://www.youtube.com/shorts/4p-VENnvYQs>

Another guide to writing ads provided by hubspot

<https://blog.hubspot.com/marketing/how-to-make-an-ad>

Once your whitepaper is up, I recommend using something simple like wordpress, or wix to create your website, and yes don't hesitate to use templates. Buy a premium package for your website, and

domain.

A medium article giving some insight into getting your token listed on exchanges

<https://medium.com/assetrush/how-to-get-your-token-listed-on-exchanges-9a3ad15a1535>

Unfortunately I won't be going in-depth with this topic.

In recent news the SEC is trying to be a hardass with the launch of crypto currencies but thats fine.

Read more here:

<https://qz.com/the-head-of-the-sec-says-most-cryptocurrencies-are-oper-1849513471>

If you have to register it sign up for EDGAR, create a corporate entity domestically if in the USA, or if abroad I recommend a foreign entity in the state of delaware since their laws tend to favor corporations the most (this is not legal advice)

Link to the form S-1. <https://www.investopedia.com/terms/s/sec-form-s-1.asp>

You may be required to submit a prospectus, and file regular form 10-K's every year updating the companies finances to stay compliant with securities regulation. (Again this is not legal advice.)

Spoiler [\(Click to View\)](#)

I take no responsibility for the complete accuracy of this information, if somethings wrong, please correct me, and help me fix it. I'll update the thread as needed.