



# Wishlist Workshop Part 1

## Build Relationships, Don't Market

### Step One: Find Common Ground With Players

To find a commonality with your potential fans, think back to what motivated you to make your game in the first place. Because chances are, other people probably feel the same way as you do. But you gotta COMMUNICATE that. How? Well... here's some questions:

- What games inspired you to make your game?
- What do you love about those games that inspired you?
- What do you hate about those games that inspired you?
- What do you like best about your genre?
- What do you hate about your genre?
- How is your game trying to make your genre better?
- What do you think makes your features cool and unique?
- Why do you think a player will have fun with your game's features?
- What features have you added that aren't usually found in your genre?
- Explain in more detail why you decided to add certain features
- Explain why those features help your genre better

### Step Two: Go Where Your Players Are Hanging Out

Steam has a built-in content platform where you can start connecting with players right away: the Community Hub. The Community Hub is where you can start posting content, and directly

connect with players. And you don't need to have a professional Steam page done, though. And don't worry if you don't have any art or screenshots or trailers that are marketable. You can have a "coming soon" page up.

Right now, the goal is to start getting the "snowball" rolling as soon as you can. Because if you're 3 months before launch, then it's too late. So start as soon as you can.

### **Step Three: Commit To Posting Once A Week On Your Steam Community Hub**

What I want you to do is, in your Steam Community Hub, there is a News tab. In the News tab, I want you to answer the first question. Then next week, answer the next question... and so on. I basically gave you 11 weeks worth of content -- content that is designed to attract your target player. But as you answer these questions, you'll come up with ideas for more content.

Ok, good job. See you in Part 2!



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