Wishlist Workshop Part 3

Make The Player Go: "Wow, Haven't Seen That Before!"

The problem is: if a person lands on your Steam page, and they don't know "what's in it for me", then you may have lost that potential customer.

So let's make sure that when a person does land on your Steam page, they are motivated to wishlist your game. How? Well, we need to create marketing that when the player reads and sees your content, they go, "wow, never seen that before!".

So let's do that right now. Let's go slow. And for Part 3, let's just get organized. In Part 4 we'll dive deeper into this strategy. But for now, let's just unpack your game's features.

In Part 2, I had you come up with your Top 5 Steam Tags. Right? Well, today I want you to come up with 3 features for Tag. Here's an example…

Tag 1: Indie
Feature 1: Innovative gameplay
Feature 2: Innovative art and theme
Feature 3: Innovative story

Tag 2: Top-Down
Feature 1: Grid-based movement
Feature 2: Unique art and design
Feature 3: Strategic and tactical play

Tag 3: Roguelite
Feature 1: Procedural generation
Feature 2: Permanent progression
Feature 3: Permadeath with restart

Tag 4: Sci-fi

Feature 1: Futuristic tech

Feature 2: Space and alien worlds

Feature 3: Scientific exploration and experimentation

Tag 5: Shooter

Feature 1: Fast-paced combat

Feature 2: Directional aming

Feature 3: Enemy waves and bullet hell elements

So go open your Google doc from Part 2. And below each Tag, come up with 3 features. Then in Part 4, we'll work on a strategy so that the player goes, "nice, I haven't seen that before… very cool".

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