



Wishlist Workshop Part 4

Find Your Game's Hook

You need to discover your game's "hook" so that your potential player understands your appeal in less than three seconds. That's because you don't want a potential fan to land on your Steam page and leave because they have no idea "what's in it for me".

It's our job to make it easy for the player to understand why our game is fun, cool, interesting, and worth wishlisting and buying.

So to help you do that, let's work on some advanced marketing techniques. Let's figure out your game's "hook". Here's what to do...

In Part 2 you came up with your Top 5 Steam Tags. Then in Part 3, you came up with 3 features for each Tag. Today, I want you to take each feature and answer this question:

- What does the player get to DO with {your feature here}?
- Or what actions happen when the player performs {your feature here}?

For example, say I'm making a shopkeeper game. And my Steam Tag is "Shopkeeper". And a feature of that tag would be "shop customization". So now, what does "shop customization" mean in terms of an action? What does the player DO when they customize their shop? What happens when they customize their shop? Here's what my work would look like:

Steam Tag 1: Shopkeeper

Feature 1: Shop customization

Action 1: Buy furniture, decorations, signs, themes, and other store assets

Action 2: Arrange those store assets to personalize their shop

Action 3: Customize their inventory and assign them to specific shelves

Now, do the same for your game. And to help you, you can follow this template:

Part 4 Action Step: What Action Does The Player Take For Each Feature?

To help you, answer these questions:

- What does the player get to DO with {your feature here}?
- Or what actions happen when the player performs {your feature here}?

Now, fill this out...

Tag 1: (you filled this in Part 2)

Feature 1: (you filled this in Part 3)

Action 1: (enter action here)

Action 2: (enter action here)

Action 3: (enter action here)

Feature 2: (you filled this in Part 3)

Action 1: (enter action here)

Action 2: (enter action here)

Action 3: (enter action here)

Feature 3: (you filled this in Part 3)

Action 1: (enter action here)

Action 2: (enter action here)

Action 3: (enter action here)

... and then do it for the rest of the 4 Steam Tags.

If you're stuck and need help, below is my contact info. Thanks!



Dariusz

YouTube: @videogamemarketingtips

Website: MainquestMarketing.com

Email: dariusz@mainquestmarketing.com