



# Wishlist Workshop Part 5

## How To Use Your Game's Hook To Increase Wishlists

Having a good “hook” for your game is the first step into finding players and getting them motivated to wishlist your game.

And the way you find a good, appealing “hook” is to focus on what RESULT a player will get playing your game. People don't buy video games... or features... or cool art... or interesting story. What they are buying is how those features, art, and story make them feel and what they will experience. People will use your game as a way to get to those results.

So, let's work on that now. Let's figure out what RESULT your player will get. Let's figure out a bunch of different “hooks”. And in Part 6 we'll work on which “hook” is the best. But for now, let's get organized... and let's work on the result or outcomes your player will get.

To do that, I want you to answer:

**“What Result Will The Player Experience With This Feature?”**

And to help you, here's a template you can follow:

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**Tag 1:** (you filled this in Part 2)

Feature 1: (you filled this in Part 3)

Action 1: (you filled this in Part 4)

Action 2: (you filled this in Part 4)

Action 3: (you filled this in Part 4)

Result? (i.e. what outcome will the player experience with this feature?)

Feature 2: (you filled this in Part 3)

Action 1: (you filled this in Part 4)

Action 2: (you filled this in Part 4)

Action 3: (you filled this in Part 4)

Result? (i.e. what outcome will the player experience with this feature?)

Feature 3: (you filled this in Part 3)

Action 1: (you filled this in Part 4)

Action 2: (you filled this in Part 4)

Action 3: (you filled this in Part 4)

Result? (i.e. what outcome will the player experience with this feature?)

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

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And at the end of this exercise, you should have 5 “hooks”. Ok, great. See you in Part 6, where we’ll figure out which of your “hook” is the most appealing to players.

And if you’re stuck and need help, below is my contact info. Thanks!



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