



# Wishlist Workshop Part 6

## No Wishlists? Here's Why...

Any question you have about your indie game can be answered quickly and cheaply through a test campaign.

And one of the most important things to test is your game's appeal... it's "hook".

That's because if you get your hook wrong, then your Steam page won't be optimized. And when your target player lands on your Steam page, they won't know "what's in it for me".

To avoid losing players because you got the hook wrong, it's best to test your ideas early... and before you spend a lot of time and money on a professional Steam page.

So here's what to do:

### **Step One: Pick A Feature From Your Game**

Remember, you have 15 features (or "hooks"). Pick a feature that you think is your best appeal, your best hook.

### **Step Two: Go To A Subreddit That Aligns With Your Game**

What genre is your game? What popular games are similar to your game? Chances are there is a subreddit dedicated to your game's genre, or a popular game that is similar to your game.

For example, if I was making a Shopkeeper game, I'd go to:

[r/CozyGamers](#)

Or...

r/shoptitans

### **Step Three: Post This Question....**

“What frustrates you most about {your feature here}?”

And in the text box, write something that frustrates you, too. But again, don’t self-promote. Don’t mention your game. You’re trying to start a dialogue with like-minded gamers.

And don’t worry if the question is negative. People love to talk about their frustrations and problems. And from this info, you can find a lot of good insights on what people like and don’t like.

### **Step Four: Next Week, Pick Another Feature, And Ask The Same Question**

So far you’ve only picked one feature or hook to test. So keep going. Next week, pick another feature. And ask the same question. But be creative. You don’t want to spam the subreddit too much. Ask the questions in a different way.

For example:

“What do you think about {feature}? Do you like it or hate it?”

Or...

“How would you improve {feature}?”

Then the week after, do the same... until you’ve gone through all of your 15 features.

### **Template**

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



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