



# Wishlist Workshop Part 7

## New Strategy To Getting Wishlists

If social media, YouTubers, game journalists, and your Steam page isn't growing your wishlists, then you need a NEW strategy – a strategy designed specifically for small indie game devs.

And the “secret” to growing wishlists isn't using other platforms... but to build your OWN audience.

So let's do that right now. Here's how:

### The “Fan Finder” Method

#### Fan Finder Step #1: Go Where Your Potential Fans Hang Out

Ok, in Part 6, I already talked about this. But this is a bit different. Instead of posting a threat, in this strategy, you're going to approach a potential . And don't worry, it'll be easy.

Let me show you...

So as of now, the best place where a lot of gamers hangout is Reddit. But to do this right, let's narrow it down to specific subreddits that align most with your game. In other words, you don't want to go to r/gaming because that's not where your core audience hangs out.

So it's better to find a subreddit that matches your Top Five Tags (see Part 2).

So for example, say I'm making a roguelike, I'd go to:

Roguelites: <https://www.reddit.com/r/roguelites/>

Also, other potential subreddits where your core fans might hang out in, are:

Hades: <https://www.reddit.com/r/HadesTheGame/>

Risk of Rain: <https://www.reddit.com/r/riskofrain/>

Dead Cells: <https://www.reddit.com/r/deadcells/>

Rogue Legacy: <https://www.reddit.com/r/RogueLegacy/>

So take your Top Five Tags, and Google each Tag + reddit to find if there's a subreddit. For example, I would Google...

"Shopkeeper reddit"

... and see what subreddits come up that relate to that tag / genre.

Ok, next...

### **Fan Finder Step #2: Approach Users In That Subreddit**

Ok, once you found your subreddit, go find a new post. And then go into the comments section.

Then find a user that commented, and click on their username.

Once you click their username, you'll go to their Profile page. On the right, you'll see a blue button that says "Chat".

Click "Chat" and send them this message:

### **Fan Finder Step 3#: Ask Them Their Opinion**

Here's a script you can use to contact.

Message Template:

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Hey, can I get your opinion on roguelikes? What's one thing you hate about them? And one thing you love about them?

I'm asking because I'm a small indie developer and want to find out how to make better games -- and your opinions will help a lot.

Thanks for your thoughts!

Your Name

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Again, the idea here isn't to try to promote or spam your game. The idea is to genuinely connect with another potential fan. If they reply back and give you an answer, then here's what to say:

#### **Fan Finder Step #4: Your Reply**

Here's what to say when they reply:

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Thanks for sharing your opinions. It helps a lot.

{then talk about what they told you here to build some rapport... then say...}

If you're curious, here's my game: (your game's Steam link here). What do you think? Can I get your opinion on it as well?

Thanks!

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#### **What You'll Get If You Take Action RIGHT NOW...**

Remember, this isn't about quantity, and spamming as many people as you can. It's not about trying to get something out of nothing. It's not about manipulating people.

It's about finding true, die-hard fans -- fans that love what you're doing, because they know if they help

you succeed they'll get to play a game they're super excited to see succeed.

So do this right now and I promise you'll see results right away.

1. Go to a subreddit that aligns with your game
2. Find a post, and go into the replies

3. Find a user, and send them a Chat request
4. Ask them their opinion (see above or download the Blueprint Part 7 below)
5. When they reply back, mention your game, and send them your link to your Steam page

Just do one today. Because by doing small, incremental actions everyday like this, you will start building a fanbase. You will start getting traffic to your Steam page. You will start gaining word-of-mouth because you're talking directly to your core audiences.

You're not relying on streamers and the press to do this for you.

To start growing your game company, and build sustainable growth, this is the first action you need to take: find players yourself, and talk to them.

So make a commitment to find 1 to 3 players a day. Send them a chat message. And reply back to the ones that respond. Start building your following by going out there and getting it yourself!

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



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