

# Game Demand Basics Blueprint

Games that sell themselves have two common traits: they are in the right genre and they are high quality products. The right genre is a market that has very little competition but demand is HIGH. And a quality game is one that DEEPLY understands what players want and don't want in a genre -- and delivers those needs and wants better than a competitor. And that is the goal of market research: to find that genre that isn't oversaturated but has high income potential -- and find out what players want and don't want so you make a high quality game players will buy. To help you get started, here's four action steps you need to take.

How it works is, you want to find how much competition is in your genre. Then you want to look for the "medium" income each game has made in that genre. This will give you an idea how much potential income you can make in your genre -- and see if it's worth spending 6 months (or more) developing a game in this genre.

Here's what to do...

## Action Step #1: Open A Google Sheet

A	B	C
SUB GENRE	GAME COUNT	MEDIUM INCOME

In the first row, enter: Sub Genre, Game Count, Medium Income

## Action Step #2: Enter Your Subgenre

A	B	C
SUB GENRE	GAME COUNT	MEDIUM INCOME
Precision Platformer		
Puzzle Platformer		
2D Platformer		

Pick a major genre, and then drill down and find 3 subgenres in your category.

## Action Step #3: Go To Games-Stats.com/steam/tags/

SUB GENRE	GAME COUNT	MEDIUM INCOME
Precision Platformer	2,049	\$300
Puzzle Platformer	4,180	\$490
2D Platformer	6,502	\$290

Search for subgenres and enter Game Count and Medium Income.

## Action Step #4: Discover A NEW Category

SUB GENRE	GAME COUNT	MEDIUM INCOME
Precision Platformer	2,049	\$300
Puzzle Platformer	4,180	\$490
2D Platformer	6,502	\$290
Motorbike	178	\$9,700

Find a subgenre that compliments your genre BUT doesn't have a lot of competition and the medium income is high.

In my example, the Platformer genre is too saturated -- there's too much competition. Also, the medium income is really low. However, there is a way to "position" your new game idea in an overcrowded market place -- by uncovering a NEW category. In my example, I found a good subgenre: "Motorbike". It has very little competition AND it has a high medium income. Plus it compliments my main genre I picked.

Will a "Motorbike Precision Platformer" be a success? I don't know... but at least I have a "seed" that now I can nourish and try to grow. From here, I would mock screenshots using Photoshop. Then I'd go talk to my potential target players and gauge their interest. I'd validate my idea before writing any code, or doing any major art.

For more advanced techniques to help you make a game that players will buy, visit: [MainquestMarketing.com](http://MainquestMarketing.com)