

Pre-Launch Client Master Prompt - Template

Copy this into a .txt file in your "Master Templates" Google Drive folder

[CLIENT DATA INPUT - FILL THIS OUT MANUALLY]

- **Game Name:** [Game Name]
- **Steam URL:** [Client's Steam Store Page URL]
- **Genre:** [Primary Genre, Secondary Genre (e.g., Roguelite, Deck-builder)]
- **Unique Mechanics:** [List 2-3 key unique selling points or mechanics]
- **Game Length:** [Estimated hours of gameplay (e.g., 10-15 hours)]
- **Polish Level:** [e.g., AA, Polished Indie, Budget-friendly]
- **Planned Base USD:** [e.g., \$19.99]
- **Planned Launch Window:** [e.g., March 2026]
- **Current Tags:** [List of all current tags, comma-separated]
- **Current Capsule Description:** [Brief visual description of their main capsule art: e.g., "Dark colors, logo in center, main character on left, text hard to read"]
- **Current Screenshot Descriptions:**
 1. [Describe Screenshot 1]
 2. [Describe Screenshot 2]
 3. [Describe Screenshot 3]
 4. [Describe Screenshot 4]
 5. [Describe Screenshot 5]
 6. [...etc]
- **Competitor 1 Name:** [Comp 1 Name]
- **Competitor 1 Steam URL:** [Comp 1 Steam URL]

- **Competitor 1 Current USD Price:** [\$XX.XX]
 - **Competitor 1 Capsule Description:** [Brief visual description]
 - **Competitor 1 Description Hook (First Paragraph):** [Paste first paragraph]
 - **Competitor 1 Screenshot Count:** [Number]
 - **Competitor 2 Name:** [Comp 2 Name]
 - **Competitor 2 Steam URL:** [Comp 2 Steam URL]
 - **Competitor 2 Current USD Price:** [\$XX.XX]
 - **Competitor 2 Capsule Description:** [Brief visual description]
 - **Competitor 2 Description Hook (First Paragraph):** [Paste first paragraph]
 - **Competitor 2 Screenshot Count:** [Number]
 - **High-Value Competitor Tags (from SteamDB):** [Paste list of good tags and follower counts you found on SteamDB]
 - **Known Upcoming Competitors (from SteamDB):** [List any specific games/dates you found, e.g., "March 15: Big Game X - 50k followers"]
 - **Current Full Description:** [PASTE THE CLIENT'S ENTIRE "ABOUT THIS GAME" DESCRIPTION HERE]
-

[AI PROMPTS - COPY EVERYTHING BELOW THIS LINE WITH THE DATA ABOVE]

You are a 20-year veteran of game publishing, acting as a Steam launch strategist. Your task is to perform a comprehensive audit for a new client.

Use *all* the information provided in the [CLIENT DATA INPUT] section above to complete the following tasks. I have already gathered all competitor data, Steam data, and market research for you.

Provide a structured response, completing each task in order.

TASK 1: CAPSULE IMAGE ANALYSIS

Data to use: Current Capsule Description, Genre, Competitor 1 Capsule Description, Competitor 2 Capsule Description

Analyze the client's capsule based on my visual description. Compare it to the competitor capsule descriptions I provided.

Provide:

1. **Readability at Thumbnail Size (1-10 Score):**
 2. **Genre Clarity:** Does it instantly communicate the genre?
 3. **Visual Hierarchy:** What is the focal point?
 4. **Competitive Differentiation:** Does it blend in or stand out compared to the competitor capsules I described?
 5. **Top 3 Specific Issues:** (e.g., "Logo is unreadable," "Colors are muddy").
 6. **Top 3 Specific Fixes:** (e.g., "Increase logo contrast," "Move key art to the left," "Use a 3D-rendered character instead of 2D sprite").
-

TASK 2: DESCRIPTION OPTIMIZATION

Data to use: Current Full Description, Genre, Unique Mechanics, Game Length, Competitor 1 Description Hook, Competitor 2 Description Hook

Analyze the Current Full Description. Compare the hook to the competitor description hooks I provided.

Provide:

1. **Current Description Analysis (3 sentences):** Assess the current hook, structure, and clarity.
2. **Rewritten First Paragraph (Hook):** Write a new, high-impact first paragraph (2-3 sentences max) that sells the game's unique hook.
3. **Recommended Full Structure (Outline):**
 - Hook (Your rewrite)
 - Core Loop (What you DO)
 - Key Features (Bullet list)
 - Unique Selling Points
 - Social Proof (if any)

4. **Top 3 Keyword Opportunities:** Based on the genre and mechanics.

TASK 3: TAGS & DISCOVERABILITY

Data to use: Current Tags, High-Value Competitor Tags (from SteamDB), Genre

Analyze the Current Tags list and compare it against the High-Value Competitor Tags I provided from my SteamDB research.

Provide:

1. **High-Traffic Tags (KEEP):** List any current tags that are good and should be kept.
 2. **Low-Value Tags (REPLACE):** List current tags that are low-relevance or low-traffic. For each, suggest a *better alternative* from the high-value list.
 3. **Recommended New Tags (ADD):** List 5-10 new tags from the High-Value list that the client is missing, and explain *why* they are relevant.
-

TASK 4: SCREENSHOT STRATEGY

Data to use: Current Screenshot Descriptions, Competitor 1 Screenshot Count, Competitor 2 Screenshot Count

Analyze the current screenshot sequence based on my descriptions.

Provide:

1. **Current Sequence Assessment:** Does it tell a visual story? What's missing? How does the count compare to competitors?
 2. **Recommended 8-Shot Sequence:** Describe the *ideal* 8-screenshot sequence to build excitement and explain gameplay.
 - **Shot 1 (Hook):** e.g., "Hero shot of the most 'wow' moment."
 - **Shot 2 (Core Loop):** e.g., "Clear UI shot of the core mechanic."
 - **Shot 3 (Variety):** e.g., "A different environment or system."
 - **[...etc... up to 8]**
 3. **Specific Actions:** Which of the Current Screenshots can be kept, and which must be replaced?
-

TASK 5: COMPETITIVE BENCHMARK

Data to use: All competitor data I provided in [CLIENT DATA INPUT]

Using the competitor pricing, capsule descriptions, screenshot counts, and store page data I've provided, create a markdown comparison table.

For each element, give the client a score/rating and provide a clear recommendation.

ElementYour Game[Competitor 1 Name][Competitor 2 Name]Recommendation
Capsule clarity[Score/10][Score/10][Score/10][Specific action]Description hoo
k[Weak/Strong][Weak/Strong][Weak/Strong][Specific action]Screenshot coun
t[Number][Number][Number][Specific action]Tag optimization[Poor/Good][Po
or/Good][Poor/Good][Specific action]Price positioning[\$XX.XX][\$XX.XX][\$X
X.XX][Specific action]

TASK 6: PRICING STRATEGY

Data to use: Planned Base USD, Genre, Game Length, Polish Level, Competitor 1 Current USD Price, Competitor 2 Current USD Price

Analyze all the pricing data I provided.

Provide:

- Recommended Base USD:** [\$XX.XX]
- 1-Sentence Reasoning:** [Justify this price based on competitor pricing, genre standards, and game scope]
- Pricing Philosophy:** [Choose: Competitive / Value / Premium]
- Top 10 Regions Table:** Create a markdown table for the report.

RegionRecommended PriceRationaleUSA (USD)[\$XX.XX][Base]Europe (E
UR)[€XX.XX][Standard conversion]UK (GBP)[£XX.XX][Standard conversio
n]China (CNY)[¥XX][Aggressive/Standard]Brazil (BRL)[R\$ XX,XX][Aggres
sive/Standard]Russia (RUB)[XXX py6.][Aggressive/Standard]Japan (JPY)
[¥ XXXX][Standard]Canada (CAD)[C\$ XX.XX][Standard]Australia (AUD)[A
\$ XX.XX][Standard]India (INR)[₹ XXX][Aggressive]

TASK 7: LAUNCH TIMING ANALYSIS

Data to use: `Planned Launch Window`, `Genre`, `Known Upcoming Competitors`

Analyze the `Planned Launch Window`. Use the `Known Upcoming Competitors` list I provided from SteamDB.

Provide:

1. **Optimal Launch Date:** `[Specific Date, e.g., "Tuesday, March 18, 2026"]`

2. **Why This Date (3 bullet points):** `[Reason 1]`, `[Reason 2]`, `[Reason 3]`

3. **Backup Launch Date:** `[Specific Date]`

4. **Major Releases to Avoid (Top 3):**

- `[Date]: [Game Name]` - `[Why it conflicts]`
- `[Date]: [Game Name]` - `[Why it conflicts]`

5. **Dates to ABSOLUTELY AVOID:**

- `[Date Range]: [Reason (e.g., Steam Spring Sale)]`
- `[Date Range]: [Reason (e.g., GDC Week)]`