

# Pre-Launch Client Master Prompt - Template

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

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## [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 ]
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## [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.

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## 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").
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## **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.
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## 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.
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## 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?
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## 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 hook[Weak/Strong][Weak/Strong][Weak/Strong][Specific action]Screenshot count[Number][Number][Number][Specific action]Tag optimization[Poor/Good][Poor/Good][Poor/Good][Specific action]Price positioning[\$XX.XX][\$XX.XX][\$XX.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.

Region	Recommended Price	Rationale
USA (USD)	[\$XX.XX]	[Base]
Europe (EUR)	[€XX.XX]	[Standard conversion]
UK (GBP)	[£XX.XX]	[Standard conversion]
China (CNY)	[¥XX]	[Aggressive/Standard]
Brazil (BRL)	[R\$ XX,XX]	[Aggressive/Standard]
Russia (RUB)	[XXX pyб.]	[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)]