

Client Process Template



Audit: [Game Name]

Client: [Developer Name]

Status: [Select: ● Not Started / ● In Progress / ● Delivered]

Delivery Date: [Date]

Report Link: [Paste link to Google Doc Report]

🏁 Phase 1: Project Setup (10 Mins)

- Review Client Intake Form:** Open the client's intake form responses
- Identify Competitors (if needed):** If client didn't provide 3 competitors:
 - Search Steam for [their genre] + [their mechanics]
 - Filter by similar price point ($\$ \pm 5$)
 - Choose 3 games with similar scope and 500+ reviews
 - Add competitor names + URLs to intake form notes
- Create Client Folder:** Create new Google Drive folder [Client Name] - [Game Name].
- Duplicate Templates:** Go to "Master Templates" folder and duplicate the 3 core files.
 - [TEMPLATE] Master Report
 - [TEMPLATE] Master Pricing Calculator
 - [TEMPLATE] CLIENT MASTER PROMPT
- Move & Rename Files:** Move new files into the client's folder and rename.
 - [Game Name] - Audit Report
 - [Game Name] - Pricing Calculator

- [Game Name] - AI Master Prompt
- Update Client Tracker:** Add client to tracker database.
 - Set "Stage" to In Progress.
 - Link to the new [Game Name] - Audit Report Google Doc.
 - Link to intake form responses

-  **Phase 2: Data Gathering & AI (45-60 Mins)**
- Fill in the Master Prompt:**
 - Open the client's [Game Name] - AI Master Prompt file.
 - Fill in every field in the [CLIENT DATA INPUT] section using their intake form.
 - Paste the client's *entire* current Steam description into the Current Description: block.
- Get High-Quality Data (SteamDB):**
 - Get Tag Data:** <details> <summary>Click to expand Tag instructions</summary></details>
 1. Go to **SteamDB.info**.
 2. Look up the client's **Top 3 Competitors**.
 3. Open the "Tags" tab for each competitor.
 4. Identify the top 5-10 *high-follower* (100k+) and *high-relevance* tags.
 5. Paste this list of "good tags" and their follower counts into the [CLIENT DATA INPUT] section of the Master Prompt file.
 - Get Launch Timing Data:** <details> <summary>Click to expand Launch Timing instructions</summary></details>
 1. Go to **SteamDB.info/upcoming/**.
 2. Filter by the client's key tags (e.g., "City Builder," "Roguelite").

3. Find 3-5 specific games launching in their planned window that have significant follower counts.

4. Paste this **[Date]: [Game Name]** list into the **[CLIENT DATA INPUT]** section.

Get Competitor Store Page Data: <details> <summary>Click to expand Competitor Data instructions</summary>
</details>

1. Open the Steam store pages for **Competitor 1** and **Competitor 2**.

2. For each competitor, copy the following into the **[CLIENT DATA INPUT]** section:

- Current USD price
- First paragraph of their "About This Game" description
- Number of screenshots
- Brief description of their capsule image (colors, layout, text readability)

Run the "Super-Prompt" in Claude:

Select **all text** in the completed **[Game Name] - AI Master Prompt** file.

Copy and paste this single, massive prompt into a new Claude Pro chat.

Populate the Report:

Copy and paste each completed section from Claude's output (Description, Tags, Benchmark, etc.) directly into the corresponding section of the **[Game Name] - Audit Report** doc.

|  Tip: This "Super-Prompt" step populates ~60% of your report in one go.

Phase 3: Expert Analysis & Pricing (60-90 Mins)

Manual Compliance Audit (Section 1):

Open the client's Steam Store Page.

Go through your **Full Compliance Checklist** in Section 1 of the report.

- Manually mark each item ( ,  , ) and write the specific **Action:** items.
- Review & Refine AI Content (Sections 2, 4, 5):**
 - Read all AI-generated text for accuracy, tone, and strategic value.
 - Edit, correct, and *enhance* the text. (e.g., remove bad tag ideas, strengthen the description hook, add a competitor insight the AI missed).

 ! Crucial: Do not trust the AI blindly. This is where you add your 20 years of expertise.

Generate Regional Pricing (Section 3):

- Open the [\[Game Name\] - Pricing Calculator](#) Google Sheet.
- On the **"Dashboard" tab:** Enter the [Recommended Base USD](#).
- On the **"Dashboard" tab:** Select your [Pricing Philosophy](#) (e.g., "Aggressive").
- On the **"Calculation" tab:** Copy the rendered table of Tier 1/2/3 markets.
- Paste the table into Section 3 of the report doc.
- On the **"CSV Output" tab:** Copy the *single cell* containing the full CSV string.
- Paste this string into a plain text editor (Notepad,TextEdit).
- Save the file in the client's Google Drive folder as [pricing_\[gamenname\].csv](#).

Phase 4: Finalization & Delivery (15 Mins)

- Write Executive Summary (Do this LAST):**
 - Review the completed report.
 - Assign the [\[X\]/100](#) Launch Readiness Score.
 - Identify the 3 most critical actions and copy them into the "Top 3 Priority Actions" box.
- Final Polish:**
 - Search (Ctrl+F) the report for any remaining [\[BRACKETS\]](#) you missed.

- Export the [\[Game Name\] - Audit Report](#) as a **PDF**.
 - Deliver to Client:**
 - Draft the delivery email.
 - Attach Files:**
 - [\[Game Name\] - Audit Report.pdf](#)
 - [pricing_\[gamename\].csv](#) (from Google Sheet CSV Output tab)
 - Paste your Calendly link for the 30-minute strategy call.
 - Send!
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- Update Client Tracker:**
 - Change "Stage" to [Delivered](#).
 - Set a "Follow-up Date" for 1 week before their launch.