

Pre- Launch 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 (\$±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
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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_[gamename].csv** .
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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!
 - ☐ **Update Client Tracker:**
 - ☐ Change "Stage" to **Delivered**.
 - ☐ Set a "Follow-up Date" for 1 week before their launch.
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