

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](#).

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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