Post-Launch Master Prompt Template

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

[CLIENT DATA INPUT - FILL THIS OUT MANUALLY]

BASIC INFO

- **Game Name:** [Game Name]
- **Steam URL:** [Client's Steam Store Page URL]
- **Steam App ID:** [App ID]
- **Genre:** [Primary Genre, Secondary Genre]
- **Launch Date:** [MM/DD/YYYY]
- **Days Since Launch:** [X days]
- **Current Base USD Price:** [$XX.XX]

SALES PERFORMANCE DATA (from Steam Partner)

- **Lifetime Revenue:** $[X,XXX]
- **Total Units Sold:** [X,XXX]
- **Week 1 Revenue:** $[X,XXX]
- **Week 1 Units:** [XXX]
- **Current Weekly Revenue (last 7 days):** $[XXX]
- **Current Weekly Units (last 7 days):** [XX]
- **Revenue Trend:** [Declining / Stable / Growing]

Top 5 Revenue Markets:

1. [Region] : $[X,XXX] revenue, [XXX] units, $[XX.XX] avg price

2. [Region] : $[X,XXX] revenue, [XXX] units, $[XX.XX] avg price

3. [Region] : $[X,XXX] revenue, [XXX] units, $[XX.XX] avg price

4. [Region] : $[X,XXX] revenue, [XXX] units, $[XX.XX] avg price

5. [Region] : $[X,XXX] revenue, [XXX] units, $[XX.XX] avg price

TRAFFIC & CONVERSION DATA (from Steam Partner)

- **Total Impressions (lifetime):** [X,XXX,XXX]

- **Total Clicks (lifetime):** [XX,XXX]

- **Overall CTR:** [X.X]%

- **Wishlist Conversion Rate:** [X]% (wishlists added / total visitors)

- **Purchase Conversion Rate:** [X]% (purchases / total visitors)

- **Refund Rate:** [X]%

Traffic Sources Breakdown:

SourceImpressionsClicksCTRSteam Search[X,XXX][XXX][X]%Home Page[X,XXX][XXX][X]%Tag Pages[X,XXX][XXX][X]%Recommendations[X,XXX][XXX][X]%External[X,XXX][XXX][X]%

REVIEW DATA (from Steam Partner + Manual Analysis)

- **Current Review Score:** [XX]% ([Positive / Mixed / Negative])

- **Total Reviews:** [XXX]

- **Positive Reviews:** [XXX]

- **Mixed Reviews:** [XXX]

- **Negative Reviews:** [XXX]

- **Review Velocity (last 30 days):** [XX] reviews

Top 3 Complaints (from negative reviews):

1. [Specific complaint - e.g., "Game crashes on AMD GPUs"] - Mentioned in [XX]% of negative reviews

2. [Complaint] - Mentioned in [XX]% of negative reviews

3. [Complaint] - Mentioned in [XX]% of negative reviews

Top 3 Praised Features (from positive reviews):

1. [Feature - e.g., "Soundtrack is incredible"] - Mentioned in [XX]% of positive reviews

2. [Feature] - Mentioned in [XX]% of positive reviews

3. [Feature] - Mentioned in [XX]% of positive reviews

STORE PAGE DATA

- **Current Tags:** [List all current tags, comma-separated]

- **Screenshot Count:** [X]

- **Video Count:** [X]

- **Current Capsule Description:** [Brief visual description]

- **Current Description Hook (First Paragraph):** [Paste first paragraph of "About This Game"]

Tag Performance (from SteamDB):

> TagFollower CountYour RankTotal Games in Tag[Tag 1][XXX,XXX]#[XXX][X,XXX][Tag 2][XXX,XXX]#[XXX][X,XXX][Tag 3][XXX,XXX]#[XXX][X,XXX]

COMPETITOR DATA (from SteamDB + Manual Research)

Competitor 1:

- **Name:** [Comp 1 Name]

- **Steam URL:** [URL]

- **Launch Date:** [MM/YYYY]

- **Current Price:** $[XX.XX]

- **Review Score:** [XX]% ([Rating]) - [X,XXX] reviews

- **Screenshot Count:** [X]

- **Currently on Sale:** [Yes/No - XX% off]

- **Capsule Description:** [Brief description]

Competitor 2:

- **Name:** [Comp 2 Name]

- **Steam URL:** [URL]

- **Launch Date:** [MM/YYYY]

- **Current Price:** $[XX.XX]

- **Review Score:** [XX]% ([Rating]) - [X,XXX] reviews

- **Screenshot Count:** [X]

- **Currently on Sale:** [Yes/No - XX% off]

- **Capsule Description:** [Brief description]

COMMUNITY DATA (from Discord/Forums if available)

- **Discord Member Count:** [X,XXX] (or "No Discord server")

- **Estimated Daily Active Users:** [XXX] (or "Unknown")

- **Community Sentiment:** [Active and positive / Frustrated but engaged / Dead/inactive / etc]

- **Top 3 Community Requests:**
  1. [Request - e.g., "Add co-op multiplayer"]
  2. [Request]
  3. [Request]

PAST SALE PERFORMANCE (if any sales have happened)

Sale EventDateDiscountUnits SoldRevenue[Event name][MM/DD][XX]%[XXX]$[X,XXX][Event name][MM/DD][XX]%[XXX]$[X,XXX]

UPCOMING STEAM EVENTS (from Steamworks partner site)

- [Event Name] – [Date Range]

- [Event Name] – [Date Range]

- [Event Name] – [Date Range]

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

You are a 20-year veteran of game publishing, specializing in post-launch revenue recovery. Your task is to analyze this launched game's performance and create an actionable recovery plan.

Use *all* the information provided in the [CLIENT DATA INPUT] section above to complete the following tasks. I have already gathered all sales data, traffic analytics, review sentiment, and competitive research.

Provide a structured response, completing each task in order.

TASK 1: PERFORMANCE DIAGNOSIS

Data to use: All sales, traffic, conversion, and review data provided above

Provide:

1. **Revenue Trajectory Assessment (3 sentences):**

   - Describe the revenue curve (strong launch vs. weak launch, healthy tail vs. dead, etc.)

   - Compare to genre benchmarks (use the competitor data as reference)

   - Identify the primary revenue problem (visibility, conversion, retention, pricing, etc.)

2. **Conversion Funnel Analysis:**

   - Assess the CTR (is traffic converting to clicks?)

   - Assess the wishlist conversion rate (are visitors interested?)

   - Assess the purchase conversion rate (are wishlists buying?)

   - Identify the weakest point in the funnel

3. **Regional Performance Red Flags:**

   - Based on the Top 5 Revenue Markets data, identify any markets that are clearly underperforming (high volume but low revenue per unit = underpriced, or low volume despite high traffic = overpriced)

   - Estimate the revenue recovery opportunity from fixing regional pricing

Output Format: Write this as prose for Section 1 of the report, not as a list.

TASK 2: STORE PAGE OPTIMIZATION (Data-Driven)

Data to use: Traffic sources, CTR, conversion rate, capsule description, screenshot count, competitor capsules

Provide:

1. **Capsule Performance Analysis:**

   - Is the CTR above or below the category average? (Use [X]% CTR benchmarks for the genre - typically 3-5% is healthy)

   - Compare capsule clarity to competitors based on descriptions I provided

   - Identify top 3 specific visual issues with $ impact estimates

   - Recommend top 3 specific fixes with expected CTR lift

2. **Description Hook Analysis:**

   - Assess the current first paragraph (is it compelling? does it explain the game quickly?)

   - Identify what's missing or unclear

   - Write a new, stronger hook (2-3 sentences max)

3. **Tag Optimization:**

   - Identify any tags where the game is ranked very poorly (e.g., #800+ out of 1,000)

   - Suggest better alternative tags based on genre

   - Estimate traffic impact of tag changes

TASK 3: REVIEW SCORE RECOVERY PLAN

Data to use: Current review score, review breakdown, top complaints, top praised features

Provide:

1. **Review Score Impact Analysis:**
   - What is the current review rating tier? (Overwhelmingly Positive / Very Positive / Positive / Mixed / Negative)
   - How many net positive reviews are needed to reach the next tier?
   - Estimate the sales lift from moving to the next tier (typically 10-20% boost)

2. **Complaint Resolution Priority:**
   - For each of the top 3 complaints, assess:
     - Severity (is this killing sales?)
     - Fix difficulty (easy/medium/hard)
     - Timeline to fix (1 week / 1 month / 3+ months)
   - Recommend which to fix first based on impact vs. effort

3. **Review Response Strategy:**
   - Write 2-3 custom response templates for the most common negative review types
   - Include a strategy for encouraging positive reviews from happy players (without violating Steam's ToS)

TASK 4: PRICING RECOVERY STRATEGY

Data to use: All regional pricing data, competitor pricing, sales performance by region

Provide:

1. **Base Price Assessment:**
   - Is the base USD price too high or too low compared to competitors?

- Does the content justify the price? (use review data about "value" complaints)

- Recommend if base price should change (and by how much)

2. **Regional Pricing Opportunities:**

- Identify top 3 underpriced markets (high volume, leaving money on table)

- Identify top 3 overpriced markets (low volume, killing sales)

- Estimate total revenue recovery from regional price adjustments

3. **Sale Strategy:**

- Based on past sale performance (if any), what is the optimal discount depth?

- Build a 90-day sale calendar using the upcoming Steam events I provided

- Estimate revenue from each sale event

TASK 5: CONTENT & COMMUNITY ROADMAP

Data to use: Community requests, review complaints, competitor features, Discord sentiment

Provide:

1. **Content Update Priorities:**

- What feature/content would address the most common complaints?

- What feature/content would drive the most positive reviews?

- Recommend a 90-day content roadmap (Month 1: quick fix, Month 2: medium update, Month 3: big feature)

2. **Community Engagement Plan:**

- Based on Discord sentiment, what's the top community management priority?

- Recommend specific actions to re-engage lapsed players

- Suggest 3-5 "quick win" community initiatives (events, challenges, etc.)

3. **Creator Outreach Opportunities:**

   - Based on the genre and praised features, what type of content creator would love this game?

   - Suggest 3 specific YouTube/Twitch channels to reach out to (you can use your knowledge of gaming creators)

   - Write a pitch template for creator outreach

TASK 6: 90-DAY REVENUE PROJECTION

Data to use: All performance data, your recommendations from Tasks 1-5

Provide:

Create a revenue projection table showing:

- **Baseline scenario:** If they do nothing, what will revenue look like in 90 days? (use current weekly trend)

- **With This Plan:** What will revenue look like if they implement your recommendations?

Break down the revenue sources:

- Regional pricing fixes

- Store page optimization (better CTR/conversion)

- Sale events

- Content updates driving wishlists

- Bundles/partnerships

Output Format: Markdown table with monthly breakdown and totals

TASK 7: CRITICAL ISSUES SUMMARY

Data to use: All findings from Tasks 1-6

Provide:

A prioritized list of the top 5 "revenue killers" ranked by:

1. **Impact** (how much $ is this costing them?)

2. **Fix Difficulty** (easy/medium/hard)

3. **Timeline** (this week / this month / 3+ months)

For each issue, provide:

- Specific description of the problem

- Estimated revenue at stake

- Recommended fix

Output Format: Markdown table

END OF PROMPT