

# Post-Launch Client Process Template



## Post-Launch Audit: [Game Name]

Client: [Developer Name]

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

Delivery Date: [Date]

Launch Date: [Original Launch Date]

Days Since Launch: [X days]

Report Link: [Paste link to Google Doc Report]

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### Phase 1: Project Setup (5 Mins)

☐ **Create Client Folder:** Create new Google Drive folder [Client Name] - [Game Name] - Post-Launch.

☐ **Duplicate Templates:** Go to "Master Templates" folder and duplicate the 3 core files.

☐ [TEMPLATE] Post-Launch Report

☐ [TEMPLATE] Master Pricing Calculator

☐ [TEMPLATE] POST-LAUNCH AI MASTER PROMPT

☐ **Move & Rename Files:** Move new files into the client's folder and rename.

☐ [Game Name] - Post-Launch Audit Report

☐ [Game Name] - Pricing Recovery Calculator

☐ [Game Name] - Post-Launch AI Prompt

☐ **Update Client Tracker:** Add client to tracker database.

☐ Set "Stage" to In Progress.

- ☐ Set "Audit Type" to `Post-Launch Audit`.
  - ☐ Link to the new `[Game Name] - Post-Launch Audit Report` Google Doc.
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## Phase 2: Performance Data Gathering (60-90 Mins)

### ☐ Request Steam Partner Access:

`<details>`

`<summary>Click to expand access request email template</summary>`

- `*Subject:* Steam Partner Access for Post-Launch Audit`

Hi `[Client Name]`,

To complete your post-launch audit, I'll need read-only access to your Steam Partner dashboard. This lets me pull:

- `Regional sales breakdown`
  - `Traffic source analytics`
  - `Conversion funnel data`
  - `Review sentiment trends`
- `*To grant access:*`

1. Log into `[partner.steampowered.com](http://partner.steampowered.com)`
2. Go to Users & Permissions
3. Add: `[your email]`
4. Permission level: `"View Steamworks Settings" (read-only)`

I'll revoke my access immediately after pulling the data (typically 24-48 hours).

Thanks!

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### ☐ Pull Steam Partner Data:

#### ☐ Sales Data: Go to Reports → Sales & Activations

- ☐ Export lifetime sales by region (CSV)
- ☐ Export weekly sales trend (CSV)
- ☐ Screenshot revenue curve chart

#### ☐ Traffic Data: Go to Marketing & Visibility

- ☐ Export traffic sources breakdown (CSV)
- ☐ Export capsule CTR by placement (CSV)
- ☐ Screenshot impressions vs. clicks chart

☐ **Review Data:** Go to Community → Reviews

☐ Export all reviews (CSV)

☐ Screenshot review score trend chart

☐ **Refund Data:** Go to Reports → Refunds

☐ Note overall refund rate %

☐ **Pull SteamDB Data:**

☐ **Get Tag Rankings:**

<details>

<summary>Click to expand Tag ranking instructions</summary>

1. Go to **\*\*SteamDB.info/app/[their app ID]\*\***
2. Click the "Tags" tab
3. For each of their top 10 tags, note:
  - Tag name
  - Total games in tag
  - Their rank in that tag (e.g., "#234 of 1,200")
  - Follower count
4. Paste this into the '[CLIENT DATA INPUT]' section

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- **\*\*Get Competitor Performance:\*\***

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<summary>Click to expand Competitor data instructions</summary>

1. Identify 2-3 similar games (same genre, similar price, launched in last 12 months)
2. For each competitor on SteamDB:
  - Current review score
  - Total review count
  - Estimated revenue (SteamDB premium feature if you have it)
  - Screenshot count
  - Current sale participation
3. Paste this into the '[CLIENT DATA INPUT]' section

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☐ **Analyze Review Sentiment Manually:**

☐ Read the 20 most recent negative reviews

☐ Identify top 3 recurring complaints

☐ Note specific bugs/issues mentioned

☐ Read the 10 most recent positive reviews

- ☐ Identify top 3 praised features
  - ☐ Paste findings into [CLIENT DATA INPUT]
  - ☐ **Check Discord/Community (if exists):**
    - ☐ Note total member count
    - ☐ Check last 7 days of messages (rough estimate)
    - ☐ Identify 3-5 most active/valuable community members
    - ☐ Note top 3 community complaints/requests
    - ☐ Paste findings into [CLIENT DATA INPUT]
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## **Phase 3: AI Analysis (30-45 Mins)**

- ☐ **Fill in the Post-Launch AI Master Prompt:**
  - ☐ Open the client's [Game Name] - Post-Launch AI Prompt file.
  - ☐ Fill in every field in the [CLIENT DATA INPUT] section using the data you gathered.
  - ☐ Include ALL the CSV data, charts, and manual research from Phase 2.
- ☐ **Run the "Super-Prompt" in Claude:**
  - ☐ Select **all text** in the completed [Game Name] - Post-Launch AI 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 into the corresponding section of the [Game Name] - Post-Launch Audit Report doc.

💡 Tip: The AI handles the heavy lifting on competitive benchmarking, content strategy, and roadmap structure. You'll add the financial analysis and expert recommendations in Phase 4.

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## **Phase 4: Expert Analysis & Financial Modeling (90-120 Mins)**

## ☐ **Section 1: Performance Diagnostics**

- ☐ Build the sales performance table using real Steam data
- ☐ Calculate regional revenue recovery opportunities
- ☐ Assess conversion funnel against benchmarks
- ☐ Write the "Critical Issues" section with \$ impact estimates

## ☐ **Section 2: Store Page Optimization**

- ☐ Review AI recommendations for capsule/description/tags
- ☐ Cross-reference with actual CTR and conversion data
- ☐ Calculate estimated revenue impact of each fix
- ☐ Rewrite hook if AI version isn't strong enough

## ☐ **Section 3: Pricing Recovery**

- ☐ Open the [\[Game Name\] - Pricing Recovery Calculator](#) Google Sheet
- ☐ Input current regional prices from Steam data
- ☐ Input actual units sold per region
- ☐ Identify underpriced markets (high volume, low revenue)
- ☐ Identify overpriced markets (low volume vs. traffic)
- ☐ Generate recommended pricing adjustments
- ☐ Calculate 90-day revenue recovery potential
- ☐ Build the sale calendar based on upcoming Steam events
- ☐ Copy pricing tables into Section 3 of report
- ☐ Export [pricing\\_recovery\\_\[gamename\].csv](#) from sheet

## ☐ **Section 4: Community & Reviews**

- ☐ Review AI-generated review response templates
- ☐ Customize templates to match client's tone
- ☐ Build the review score improvement plan
- ☐ Calculate reviews needed to reach next tier

- ☐ Identify content creator opportunities
- ☐ Write custom outreach emails for top 3 creators
- ☐ **Section 5: 90-Day Roadmap**
  - ☐ Review AI-generated roadmap structure
  - ☐ Adjust based on client's dev capacity (ask if needed)
  - ☐ Build the revenue projection table
  - ☐ Calculate baseline vs. with-plan scenarios
  - ☐ Add the "Marble pitch" at the bottom

⚠ Critical: This is where you earn your fee. The AI gives you structure, but YOU provide the financial rigor and strategic insight.

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## ✅ Phase 5: Finalization & Delivery (20-30 Mins)

- ☐ **Write Executive Summary (Do this LAST):**
  - ☐ Calculate the total revenue recovery potential
  - ☐ Pull the top 3 immediate actions from Section 1
  - ☐ Write the "What's Working / What's Broken" summary
  - ☐ Fill in all benchmark comparison metrics
- ☐ **Create Supporting Files:**
  - ☐ Create `review_response_templates.txt` with the customized templates
  - ☐ Create `content_roadmap_tracker.xlsx` with the 90-day plan as an editable checklist
- ☐ **Final Polish:**
  - ☐ Search (Ctrl+F) the report for any remaining `[BRACKETS]` you missed
  - ☐ Verify all \$ estimates are realistic and defensible
  - ☐ Export the `[Game Name] - Post-Launch Audit Report` as a **PDF**
- ☐ **Deliver to Client:**
  - ☐ Draft the delivery email

☐ **Attach Files:**

- ☐ [Game Name] - Post-Launch Audit Report.pdf
- ☐ pricing\_recovery\_[gamename].csv (from Google Sheet)
- ☐ review\_response\_templates.txt
- ☐ content\_roadmap\_tracker.xlsx

☐ Paste your Calendly link for the 30-minute strategy call

☐ Send!

☐ **Update Client Tracker:**

- ☐ Change "Stage" to **Delivered**
  - ☐ Set a "Follow-up Date" for 30 days (to check progress)
  - ☐ Note the estimated revenue recovery potential in "Notes"
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