

# Step by Step Guide To Earning Press Coverage For Your Game by Logan Williams <http://indiewolverine.com>

## 1. Find Similar Games

Do a Steam - Similar Games search if you have trouble coming up with ones yourself.

## 2. Find Press that Covered Similar Games

Search for press outlets that covered games like yours in the past.

### 1. Use a Google Image Search

- Find representative images for the game (publisher's press kits work great).
- Input them into Google Image Search.

### 2. Use Google News Search

- Search for the game name in Google News Search.

### 3. Use Google Blog Search

- Deprecated, use following link: [https://www.google.com/webhp?tbm=blg&gws\\_rd=ssl](https://www.google.com/webhp?tbm=blg&gws_rd=ssl)

### 1. Find Contact Details using Google

Search Google using the writer's first + last name, the word "email", and the parameter "site:publication's site"

### 2. Find using VoilaNorbert.com

### 3. Check Social Descriptions

Twitter/FB profiles etc.

### 4. Guess

Try some common email structures:

- [\[fname\]@\[publicationURL\]](#)
- [\[fname.lastname\]@\[publicationURL\]](#)
- [\[firstletteroffirstname\]@\[publicationURL\]](#)

## 3. Build a Press List

Create a list of publications and writers in a spreadsheet. Things to include:

- Publication Name
- Publication URL
- Writer First Name
- Writer Last Name
- Writer Email
- Publication Facebook Likes Total
- Publication Twitter Followers Total
- Link to Related Game Article

### 3. Look for ways to get introduced.

Friends of friends, social networking sites etc.

### 1. Follow writers/editors on Social Media

### 2. Read their Articles

Also, comment on them if applicable.

### 4. Remember to network at Conferences and Gatherings

## 4. Establish Relations

## 5. Reach Out

Write that email.

### 1. Address writers by their first name

### 2. Provide a hook

Find something valuable to the writer, a reason for them to cover your game.

### 3. Provide a link and Steam code

Don't ask if they want a free game, just give it to them.

### 4. Add links to your website, social accounts, screenshots etc

Give them everything they need to cover your game.

### 5. Be Brief

People are short on time. Be brief and on topic when you communicate with them.

## 6. Follow Up

### 1. Use Google Alerts

Find out when someone covers your game.

### 2. Follow up emails

If you track email openings, send a follow up email to writers who didn't open it the first time. Don't be pushy, don't send too many followups. You don't want to be know as "that guy".

### 3. Thank Them

If someone covers you game, be sure to send them an email and thank them afterwards.