

You Were Told to Lose Money By Making Games, and You Actually Did It?

Chapter 38: This Trailer Is Great!

Just as Chen Xu was reflecting on the mistakes he had made during his first game development project, someone knocked on the office door.

Looking up, he saw Xiao Dao and Gong Qi walk in.

"President Chen, our game has already passed the review for the Steam store."

"The next step is to submit some screenshots and a promotional video for the store page."

"We've already prepared everything. Would you like to take a look?"

*That fast?*

*You've already finished the promotional video?*

*How can you all be this proactive!?*

Originally, Chen Xu had planned to hire a professional studio to edit the trailer.

Any marketing expense he could squeeze out was money well spent.

But now, they had already handled it in-house.

Still, since it was already done, there wasn't much he could say except praise them.

"Very good. So, what does it look like? Let me see."

Xiao Dao and Gong Qi nodded.

"President Chen, please."

Opening the folder on the laptop, Chen Xu first saw a series of in-game screenshots.

The crimson maple forests of Senpou Temple.

The straw-hat warrior standing before the broken bridge.

The Fountainhead Palace, where cherry blossoms met sacred waters.

The snow-covered Gun Fort.

The moonlit field of silver reeds.

One breathtaking screenshot after another perfectly demonstrated what could only be described as spectacular scenery.

The more Chen Xu looked, the more his hand trembled on the mouse.

*So you're all master photographers now, are you!?*

*Why did you have to make them look this good!?*

*Why didn't you take pictures of the Headless or the Shichimen Warrior lurking in those pitch-black caves?*

*Why not photograph the Nobles in Mibu Village or Fountainhead Palace?*

*Or the Long-arm Centipede Giraffe from Senpou Temple?*

*There are so many weird and distinctive things in the game!*

*Instead, all you did was take gorgeous landscape shots?*

*What exactly are you trying to accomplish!?*

He wanted to reject them, but he couldn't think of any reasonable excuse.

With a pained expression, Chen Xu clicked on the promotional video they had edited.

*Please... don't be as impressive as those screenshots.*

*My poor heart can't take another shock.*

Before pressing play, he glanced at the video's length.

One minute and thirty seconds.

Perfectly standard.

About the same length as most game trailers.

*Good.*

*A promising start.*

*Hopefully the content is equally ordinary.*

Filled with hope, Chen Xu stared at the screen.

The screen was black.

Then Genichiro's voice echoed through the speakers.

"Will you stand in my way, shinobi of the Divine Heir?"

As the sound of a blade leaving its sheath rang out, the image slowly appeared.

Under the moonlight, white reeds swayed gently in the wind.

Genichiro and Sekiro stood facing each other, swords drawn.

The next instant, steel clashed against steel.

The rhythmic ring of blades colliding echoed like a blacksmith's hammer.

Facing Genichiro's Floating Passage, Sekiro perfectly deflected every strike with Kusabimaru.

Then, as Genichiro's final heavy slash came crashing down, the scene changed instantly.

The moonlit reed field transformed into a ruined temple engulfed in flames.

"Then... let us begin, boy."

Lady Butterfly slowly raised her hands, kunai glinting in the firelight.

A rapid succession of perfectly timed deflections.

Her Posture gauge filled completely.

Kusabimaru pierced through Lady Butterfly's body.

Blood burst outward, staining the screen crimson.

Then, the thunder of galloping hooves.

The screen shook violently.

As the blood faded away, the battlefield appeared beneath the setting sun.

A heavily armored general charged forward on horseback, wielding an enormous spear.

"My name... is Gyoubu Masataka Oniwa!"

Next, atop Ashina Castle, the half-naked Genichiro summoned lightning from the heavens.

"Ashina... this country is everything to me!"

An elderly Isshin Ashina, his body covered in scars, slowly drew his blade.

"Hesitation is defeat."

Crimson maple leaves.

A wooden bridge.

The Corrupted Monk swinging her massive naginata.

Above the clouds.

Beside the Divine Sakura.

The Divine Dragon, wielding its seven-branched sword and calling down lightning.

The depths of the valley.

A tranquil pond.

The Guardian Ape rolled, leaped, and lunged wildly.

One breathtaking boss battle after another flashed across the screen.

The constant clash of blades—the unmistakable "clang" of perfectly timed deflections—sounded almost like a beautiful piece of music.

Finally, accompanied by the furious roar of the Demon of Hatred, engulfed in the flames of Shura, the screen faded into darkness once more.

For about half a second.

Then the image returned.

Inside a temple, Sekiro knelt on one knee.

Before him rested a dark crimson katana wrapped in cloth.

He slowly reached out and drew the blade.

As the sword emerged from its scabbard, an ominous crimson aura seeped out, enveloping Sekiro.

*Clang!*

"I shall accept the Mortal Blade."

As Sekiro spoke, the screen went black once again.

Then the title slowly appeared.

Sekiro: Shadows Die Twice, alongside the Morning Star Games logo.

After watching the entire trailer, Chen Xu remained silent for a long time.

The editing had exceeded all of his expectations.

There was only one way to describe it.

It was far too cool.

Watching it actually made him want to launch the game and start deflecting bosses himself.

But the problem was—

*Why did you have to edit it this well!?*

*If players see a trailer this awesome and decide to buy the game... then the sales...*

*Wait.*

*That actually sounds like a good thing!*

Chen Xu suddenly thought of something, and his eyes lit up.

*What kind of game does this trailer make Sekiro look like?*

A musou-style hack-and-slash game.

Facing all kinds of bosses, the protagonist traded blows back and forth with effortless style.

Combined with the rhythmic *clang, clang, clang* of blades colliding, the whole thing was unbelievably exhilarating.

Anyone who watched this trailer would come away with only one impression:

*This is what I'll look like when I play the game.*

A cool, unstoppable shinobi.

But...

That was only an illusion.

For players experiencing Sekiro for the first time, even top-tier gaming experts would probably get humbled.

After all, this game didn't just test reaction speed, it also required players to learn and memorize each boss's attack patterns.

Unless someone was an absolute prodigy capable of defeating every boss on their first encounter...

There would almost certainly be several bosses that would claim their first victory over the player.

Players would watch this trailer, eagerly imagining themselves as an incredibly stylish shinobi, perfectly deflecting attacks and executing enemies in one smooth sequence.

Little did they know that most of their actual gameplay experience would consist of being repeatedly slaughtered by ordinary enemies, elite foes, and bosses.

They'd die like dogs.

It perfectly matched one of Lady Butterfly's lines:

"At best... you're just a puppy."

Otherwise, Sekiro: Shadows Die Twice wouldn't have been jokingly nicknamed "Dog Dies Twice" by players in his previous life.

When their fantasies shattered and reality hit them head-on, wouldn't players completely lose their minds?

How could the game's early sales possibly be that good?

For the game's reputation to recover, at least a portion of players would first have to reach the middle stages of the game.

Only then would most players finally understand how Sekiro was meant to be played, grasp its core design philosophy, and experience the satisfaction that came from constantly overcoming increasingly difficult challenges.

By the time those players naturally began recommending the game to others, more than half of the settlement period would already have passed.

And word-of-mouth itself would still need time to spread.

So by the time Sekiro finally cleared its name and entered its explosive sales phase, the first settlement cycle would probably already be over.

By then, he would have already forced the system to hand over all the hidden reward money.

Thinking about it made Chen Xu a little excited.

"Excellent!"

"This trailer is really well edited."

"Upload these materials to the store page."

"We can use this style for future promotional videos as well."

Chen Xu didn't offer any unnecessary suggestions.

The closer the settlement date approached, the more cautious he needed to be.

The trailer in front of him was already perfect, so there was no need to say anything else.

What if he accidentally changed something and things took an unexpected turn?

That would be disastrous.

After all, that was a lesson he had learned from the painful experiences of those who came before him.