

**PICK
SMARTER**

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RULEBOOK

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Introduction

Everyone has a great idea within them. That one magnificent, sparkling idea that can alter the landscape of an industry forever. After years of work, you've honed your diamond to a keen edge. There is only one problem - there are others. Others with diamonds of their own. Others who are competing with you for attention. Others with talents matching your own.

There is only one way to win - get the attention of the key followers you need first and leave your competitors fighting over the leftovers. You load up your best social media apps. Why pick harder, when you can Pick Smarter.

Pick Smarter is a strategy board game for 2-4 players that takes 30-60 minutes to play. Each player takes the role of a contender attempting to win over the attention and support of key members in the tabletop industry. You will market your game on different social media platforms, gaining influence with those keenly interested people. Then you'll use that influence to gain new followers. With skill and a bit of luck, you will create a strong following. To win, you must draw the better crowd of followers than any other player.

Goal

Your goal is to have the best group of followers - represented by having the highest score at the end of the game. If the highest score results in a tie, then the tied player with the most remaining influence is the winner, followed by the first tied player clockwise from the Last Player card if a tie persists (p19).

Components



1 Game board



8 Platform tokens



5 Score tokens



2 Reference cards



1 Score card



50 People cards



6 Player mats



6 Player tokens



1 Last Player card



16 Influence tokens
(4 sets of 4)



24 Favor cards



Influence types: (in order)

Theme, Strategy, Art, Value and Wild/Any.

These represent the elements board gamers look for in their games - i.e. Narrative, Mechanics, Aesthetics and Competition.

Game Setup

- 1) Place the Score card face up alongside the board.
Randomly place a Score token, number side up, by each corner and one in the center of the card.
- 2) Take the Favor cards, shuffle them face-down and place them in the center of the board to form the Favor deck. Players draw Favor cards from the top of this deck.
- 3) Randomly place the 8 Platform tokens, bright border up, one on the long space shown on each platform.
- 4) Shuffle the People cards and place them face down on the table to form the People deck. Draw 4 People cards and place them face up alongside the top of the game board.
Draw 4 People cards and place them face up alongside the top of the game board.
This forms a **row**.
4 player game: Add a second row above the first row in the same manner.



Player Setup

- 1) Give 1 face-up People card to each player. The player with the card whose name is first in alphabetical order takes the Last Player card into their hand. Then place all of these People cards in the discard pile next to the People deck.
- 2) Give 2 People cards to each player as their hand. You may *always* look at your cards, but not your opponents.
- 3) Beginning with the player with the Last Player card and going counter clockwise, each player selects an unchosen player mat to place in front of them **AND** places the Player token of that color at an open platform on the game board.
- 4) Give each player one of each Influence token type to place (10 side down) on the '0' slot of their player mat.
- 5) Each player then adds any influence gained from their creator's ability by moving the token(s) to the appropriate block with a matching symbol (p7).



The Creators

A creator is a representation of your character in the game. Each creator has 2 unique features: (a) starting influence and (b) an ongoing ability.

For your first game we recommend playing without the ongoing abilities.

Athlete: a) Start with 4 theme.

b) As your move, you may place your token on any open platform (your initial platform is not considered open).

Intellectual: a) Start with 4 strategy.

b) When you gain a follower, you may choose two People cards in the same row (pay for both before refilling).

Creative: a) Start with 4 art.

b) When collecting influence, you count as having one extra share of each type.

Executive: a) Start with 4 value.

b) You may draw from the top of the discarded Favor cards instead of the Favor deck.

Rebel: a) Start with 1 influence of one type and 3 influence of another.

b) You may spend a Favor card to gain both the influence and the effect.

Caregiver: a) Start with 2 influence of one type and 2 influence of another.

b) All People cards in the rows cost 3 influence per symbol to you.



Player Turn

Game Start:

The game begins with the last player to place their token then continues clockwise around the table.

You may spend your Favor cards at the start of your turn (p11).

On your turn you will either:

Move and collect influence and favor from a platform (p8-10),

OR

Gain a follower by spending influence (p17).

Once you have completed your turn, the player to your left begins their turn.

Move

When you choose to move, place your Player token onto another open platform, following the rules below:

You cannot place on a platform that has a Player token.
Platforms with Player tokens are closed.

You may only move your Player token to one of the next three clockwise open platforms from your current platform. Skip over any closed platforms.



Extra Space (for 4 players):

On the left and right of the board, there is an extra space that is added in a 4 player game. If you are able to move past it, and it has no Player tokens, you may place your token on that space. If you do so, you collect the influence and favor shown at one of the adjacent connected platforms.



Example:

You are playing the Creative and begin at Blueit. You may either gain a follower, or you may collect more influence. The next platform clockwise from you is the Spinstrest, but a player is already there, so you skip it. The 4-player spot is full, leaving you with DepART, Froogle+ and FakeLook as your choices.

Collect

When a player moves to a platform, they collect influence and Favor cards as shown by the symbols on the Platform tokens and the influence symbol on the border of the platform.

There are three possible effects (shown below):

1) Gain 1 influence for each share symbol of the same type shown on your followers (see example below & p16).

This is referred to as a “set symbol.

2) Gain 1 influence of the influence symbol shown.

3) Gain a Favor card from the Favor deck (p11).



Example:

You decide to move to the DepART where two of your followers help by sharing your art content.

You get 2 art from your followers' shares (shown on right) for the set symbol at the platform (shown on the left). You gain 5 art influence in total - 2 from your followers, 2 from the platform token and 1 from the bordering symbol on the game board.



Favor Cards

Favor cards grant you a single use effect, an Influence, or a discount. *You may look at your Favor cards at any time.*

If there are no cards left in the Favor deck, shuffle the used Favor cards to create a new deck.

At the start of your turn, you may play Favor cards, placing them face-up into a used pile beside the Favor deck.

When you do so, you may either:

Gain one influence of the type shown in the top left of the card

OR If you are at the platform listed, you may play it to reduce the cost of People cards in your hand by 1 per symbol for this turn.

OR Activate the appropriate effect below, as shown on the card:

- 1) Move a Player token to an open platform on the game board. (They do not collect influence)
- 2) Swap two Platform tokens on the game board.
- 3) Discard two People cards. These may be from either a row and/or your hand.
- 4) Swap two Influence tokens on your player mat.



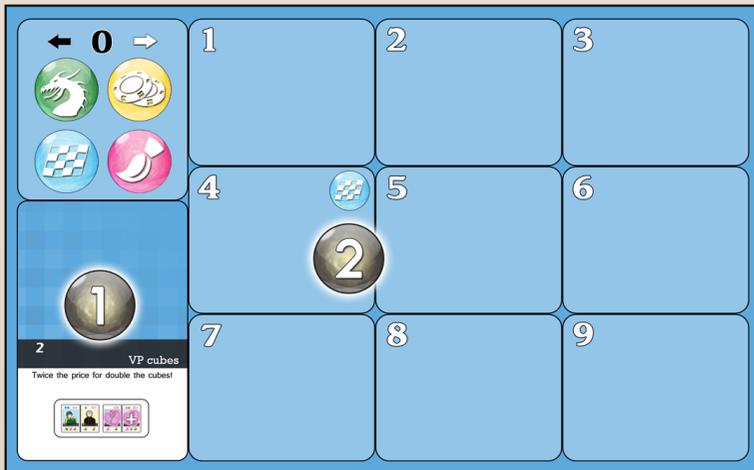
Player Mats

Your player mat keeps track of your influence. It is divided into 2 sections (see below) :

- 1) This is your player and their abilities (p7).
- 2) This chart is used to keep track of your influence and shows your starting influence.

When you gain influence, slide the corresponding token up that number of spaces. When you spend influence, slide it down instead.

*If you go above 9, flip your influence token so that the 10 is face up and move the token back to 0, counting from that point.
When you spend influence and go below 10, flip it back.
Any influence points gained above 19 are lost.*



Example:

*Tired of having no followers that share your love of rulebooks, you log into Froogle+. There, you gain 3 strategy and move your strategy token up the track 3 spaces to the 5 space.
If you had started with 9 instead, you would flip the strategy token (10 on top) and place it on the 2 slot to represent 12.*

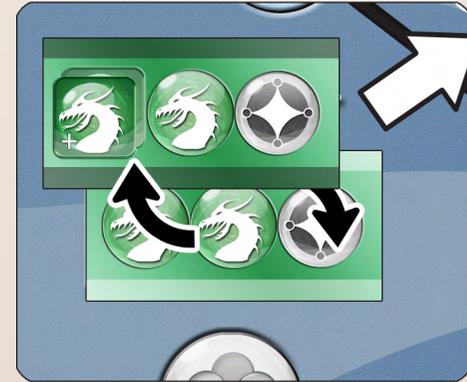


Game Triggers

The first player to have at least one of each type of share showing in their followers, takes the Score token in the middle of the Score card.

The first player to make their first/second/third/etc. follower immediately chooses a Platform token that has a light-border and flips it over to the dark-bordered side.

When the last Platform token has been flipped, the end game has been triggered. Once the player with the Last Player card ends their turn, final scoring takes place (p19).



Last Player Card

This card cannot be used if the end game has been triggered.

The player with the Last Player Card may use it at the end of their turn to take an additional turn.

If they do so, they pass the card to the player to their right.



Example:

You are the first player to collect your third follower. At the end of the round you choose to flip one of the theme Platform tokens.

The only difference between the two sides is that the first influence symbol becomes a set symbol of that type.

People Cards

To gain score, you will need to gain followers. To do that, you'll need to spend the influence you've gathered. The important sections of People cards are:

- 1) **Share:** This is the influence share(s) you get when they are your follower. This is used in final scoring (p19) and to gain extra influence from set symbols (p10).
- 2) **Score:** This is the score you get when they are your follower.
- 3) **Cost:** This is the influence type(s) you need to spend in the correct amount (p17) to gain this card as a follower. *If the same symbol is shown twice, you must pay the amount twice.*



Wild/Any Influence:

People cards may have a Star listed in their costs (as shown below). This means that you choose which one of the 4 types of influence you will use to pay this cost.

You may *not* split this cost between different types of influence.



Gain Followers

You may use your turn to get a follower by following these steps:

- 1) Choose a People card either from your hand or from a row. You must be able to pay the cost of your choice.
- 2) Pay the cost in influence shown at the bottom of the chosen card (p16):
4 per symbol shown if the card is from the two left-most in a row OR your hand.
Or 3 per symbol if it's from the two right-most slots.
- 3) Place the chosen card face up beside your player mat. They are now your follower (p16).
- 4) Refill as necessary (see below).

Refill the Display:

If a row in the display has less than 4 cards, shift all remaining People cards to the right to fill any gaps. Then draw People cards face up to fill any remaining gaps.

If there are multiple rows, each row operates independently.

Refill your Hand:

If you have less than 2 People cards in your hand, draw back up to 2 People cards.

Discard:

Discarded People cards are placed face-up above the People deck. When there are no cards left in the deck, these cards are shuffled and placed face-down to create a new deck.



Example:

You are gaining a follower. Looking at the display above, you choose Agnieszka (top right). Since Agnieszka is in the front of that row, you lose 6 strategy in payment (3 for each rules symbol). After placing Agnieszka beside your player mat, you shift the remaining 3 People cards in the top row to the right, and then draw a new card from the top of the deck and put it face up on the space that opened up in the top left. You have successfully leveraged the influence you gathered to gain a new follower.

Final Scoring

During final scoring, the following steps occur (p14):

- 1) Players get influence from all of their follower's shares.
- 2) Players get the influence shown on all of the Favor cards they still have and discard them.
- 3) Players then simultaneously gain followers with any People cards in their hand (paying the cost of 4 per symbol).

Flip the game board. Each player uses their Player token to track their score.

- 1) Go through each type of influence and find the player with the most shares of that type among their followers. They score the amount shown on the Score token beside that influence type on the Score card.
In the case of a tie, the player with the most remaining influence of that type gains the score. If it is still a tie, all tied players gain that score.
- 2) The player that has the Score token from the middle of the Score card, gains that score.
- 3) Finally, each player adds all the score amounts shown on the top right corner of their followers to their score.

Winner

The player with the highest score at the end of the game wins. In the case of a tie: the tied player with the most remaining influence wins. If this still results in a tie, then the first tied player clockwise from the player with the Last Player card wins.

Credits

Game Designer, Graphics and Rules: Val Teixeira

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Other Playtesters:

There have been many other playtesters, from personal friends, to those at the Dallas Games Marathon, Madness Comics and Games, the Dallas Designer Group, and a plethora of gaming conventions. My heartfelt thanks to all of you that helped make this game a reality.

Keep track of rules updates at:

<http://boardgamegeek.com/boardgame/143146>

Overview

You may use your **Favor card/s** at the start of your turn.

On your turn, you must either:

MOVE & COLLECT:

- 1) **Move:** Move your Player token to any one of the next three clockwise open platforms (p8).
- 2) **Collect:** You gain all influence and/or a Favor card as shown at that platform (p10-11).

OR GAIN A FOLLOWER:

- 1) Select a People card (from your hand or a row).
- 2) Pay the cost in influence listed on the bottom of the card:
4 per symbol for your hand or the two left-most in a row
3 per symbol for the two right-most in a row.
- 3) Place the card face up besides your player mat. They are now your follower.
- 4) Draw cards from the People deck until you have 2 cards in hand, and/or 4 cards in each row (sliding remaining cards to the right first, if needed).

TRIGGERS: (p14)

The first player to have one of each share type among their followers gains the Score token in the middle of the Score card.

The first player to gain their first/second/third/etc. follower flips a Platform token from its light to dark side.

When the last token has been flipped, the end game is triggered. Play continues until the player with the Last Player card ends their turn.

FINAL SCORING PHASE: (p19)

All players receive influence from their followers shares.

All players spend any favor cards they have for influence.

Simultaneously, all players may gain followers from their hand, paying the cost, as normal.