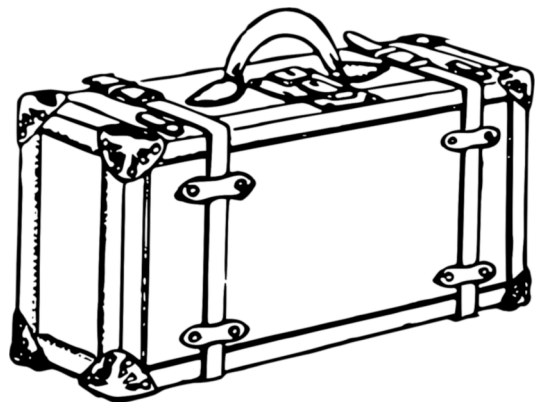


Sell Outs

The Game About Saying Anything To Get A Sale



OFFICIAL RULES

Ages : 13+
Players : 3 - 10

Contents :
50 Problem cards
125 Product cards
275 Feature cards
and this Pamphlet!

Game Preparation

Shuffle each card type (**Products, Features, Problems**) into separate piles and place the cards within easy reach of everyone.

Each player draws three **Product cards** and five **Feature cards** to make up their hands. That's it!



Gameplay Begins / "Pick It!"

The player who most recently purchased something will be the first **Customer**. The **Customer** will flip over one **Problem card** from the **Problem** deck, reading the prompt aloud to the other players.

The other players (**Salespersons**) will play one **Product card** and one **Feature card** face down in front of them from their hand. They will then pick one **Feature card** at random from the deck and also place it face down. No peeking!
You'll know you're ready for your pitch when you have one **Product** and two **Feature cards** face down in front of you.



The Pitches / "Pitch It!"

Starting to the **Customer's** left, the players will give their sales pitches, flipping over their cards as they are mentioned. The order in which the **Feature cards** are revealed is entirely up to the **Salesperson**. The **Feature cards** can apply directly to the **Product**, or even be effects of using it! Perhaps your pitch involves a car that's wanted by the government, or simply driving the car means the **Customer** will be wanted by the government! Never be afraid to be creative with it.

The **Salespersons** should explain how their **Product** will be the best solution to the **Customer's Problem**. Once one sales pitch ends, the next **Salesperson** to the left presents. Feel free to throw around a little banter from **Salesperson** to **Salesperson**, but keep it brief and be sure to let each player complete their full pitch.

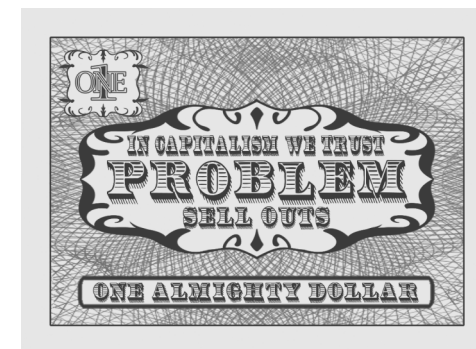
This goes on until the round gets back to the **Customer**, who then chooses the pitch that best solves the **Problem** denoted on their **Problem card**. The **Problem card** is then awarded to the **Salesperson** that pitched that solution, and the player to the **Customer's** left becomes the new **Customer**.

After each round, the players will draw new cards back up to three **Product cards** and five **Feature cards**, while discarding their used cards.



How To Win / "Profit!"

After each player has gotten to be the **Customer** three times, the game ends and the player with the most **Problem cards** wins!



Special Cards

Certain cards are different than the others; cards with blanks on them for example.

Refer to the card itself for specific instructions on how to proceed.

Cards with ellipsis (...) indicate that this is where your **Product's** name fits in.

(Ex. ... of Power! - would become the Coffee of Power, Jetpack of Power, etc!)

Discard Rule

At the end of each round (meaning the first **Customer** becomes the **Customer** again), each player may choose to discard as many cards from their hand as they want. Those players then draw back up to three **Product cards** and five **Feature cards**.

Variants

Sell Outs can be played in tons of fun ways, and we're always coming up with new ones. Check out the list of our favorites (including team rules) on our website!

Bad-kerning.com/how-to-play-sell-outs/

*Sell Outs can be played with up to 10 people! To keep rounds moving at a healthy pace, we recommend that if you decide to play with 8 or more players, you divide into teams and use the Two-Faced Variant available on the next page. If you want to play with more than 10, who are we to stop you?

Two-Faced Variant

Players split themselves into groups of two. Each player draws a regular sized hand of cards. Decide as a team which **Product** out of both players' hands to pitch. Each teammate then chooses one of their own **Features** for the pitch, not revealing what it is to their other teammate. During the pitch, each teammate will flip over the others' **Feature** and pitch it!

Longer Game Sessions

If you play multiple games of Sell Outs in a row, you may run out of cards in the decks. If that happens, just gather up the discard piles from earlier play and reshuffle them into new draw piles!



Bad Kerning would like to thank our friends and family for all they've done to support us. Shoutout to our playtesters across the years and world, and most of all our hundreds of backers who made this game a reality. We couldn't have done it without you!

Other Notes of Various Importance

NOTE: It's possible to run into issues that these rules don't address.

DON'T LET THAT RUIN THE FUN!

Quickly make up a ruling that everyone agrees to and play on. If you can't decide as a group, the game owner gets the final say.

ADD'L NOTE: Remember, the text on the cards can be interpreted in many ways. (Ex. Ring could be a piece of hand jewelry, a circus/wrestling ring, a telephone call, or extra things we haven't even thought of!) House rules are always a thing, but be sure to encourage creativity, it's what Sell Outs is all about!

ADD'L ADD'L NOTE: You might have noticed the interesting font we use on our cards and rules. This font (named Dyslexie) was designed by Christian Boer to improve readability for those with Dyslexia. This font is available for free for home users at their website below.

<https://www.dyslexiefont.com/>

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