



"The current players are great, but to grow the game, we need to make it accessible to new players."

—Joseph Scheib, River City Comics

New Player Onboarding

A potential new player has walked into your store. Assuming you've greeted them with a smile and discovered they're interested in checking out **Magic**, how should you introduce them to the game?

Checklist

Teach the player using sample decks.

- There's no substitute for face-to-face interaction. You can order more sample decks by contacting your [WPN Representative](#).

Invite the player back to Friday Night Magic.

- Introducing new players to your community is the best way to keep them coming back.

Encourage the player to download [Magic Duels](#).

- It's the best way for new players to become familiar with **Magic** at their own pace.

Sell the player an Intro Pack when he or she is ready to purchase.

- Intro Packs are the ideal first purchase for new players, after they've learned with a sample deck and **Magic Duels**.