



# Player Pathing

## New Player Acquisition

We have a strategy to regularly acquire new players from each of these sources:

- In-store community—Players gained by referrals and word-of-mouth.
- Outside community—Players gained by targeted outreach.
- Walk-ins—Players gained with strategic programs on-hand at a moment's notice.

## How to Organize a Demo

We know how to get and reorder the most current free demonstration Welcome Decks to teach new players.

We know how to direct a new player to [Accounts.Wizards.com](https://accounts.wizards.com) if they wish to register for an Organized Play Account.

We have a computer that players can use to register or activate an Organized Play Account.

We have a supply of DCI numbers to register the new player with when they demo.

Our staff is available to demonstrate a variety of games to customers.

We know how to run an efficient *Magic* demo.

- Quick and not heavy with strategy.
- Easy to understand.
- Focused on fun, to get them to the second game.

## How to Organize a Demo Continued

We are familiar with *Magic Arena* as a learning tool for new players.

We have a recurring new-player-friendly event in mind to direct the player to.

## A Product for Every Player

We have a strategy to direct players to products that are suitable for their skill level.

We have products appropriate for new players in stock.

We have products appropriate for casual players in stock.

We have products appropriate for engaged players in stock.

We have a variety of different Standard-legal booster boxes in stock.

## Strategic Merchandising

We strategically organize our *Magic* product on shelves.

- New player product is labeled and easy to find.
- Standard product is at eye-level or the focus of our displays.
- Older expansions are available but are not easily confused with current inventory.

*These checklists are meant to provide best practices, not requirements for joining the WPN. For additional training on these subjects, contact your WPN Retail Specialist.*