



Magic: The Gathering Booster Selling Guide

Player Motivation	What to Ask	What to Sell	What's Inside?
<ul style="list-style-type: none"> • Engaged Players—fans who consistently play <i>Magic</i> or purchase <i>Magic</i> products • Opening a booster for fun at home on the couch or between rounds at an event • Exploring a new set 	<ul style="list-style-type: none"> • What type of deck do you play? • What is your deck missing? • Are you interested in cards from past sets? • Are you interested in learning more about the set itself (the world, themes, styles, connected creatures, story moments, etc.)? 	<ul style="list-style-type: none"> • Set Booster 	<ul style="list-style-type: none"> • 12 <i>Magic: The Gathering</i> cards from the set • 1 art card—a non-playable card showcasing border-to-border art from the set • 1 token/ad card OR a card from “The List”—a selection from a curated list of cards from <i>Magic</i>’s history, not the current set
<ul style="list-style-type: none"> • Engaged Players—fans who consistently play <i>Magic</i> or purchase <i>Magic</i> products • Playing at a Draft event 	<ul style="list-style-type: none"> • Are you Drafting? 	<ul style="list-style-type: none"> • Draft Booster 	<ul style="list-style-type: none"> • 15 <i>Magic: The Gathering</i> cards from the set • 1 token or ad card • Cards are selected to create a fun Draft format
<ul style="list-style-type: none"> • Enfranchised Players—super fans for whom <i>Magic</i> is a core part of their hobby gaming lifestyle • Collecting the most unique, fancy, and rare cards from a set • The enjoyment of opening tons of rare and foil cards • Building the most unique deck or collection 	<ul style="list-style-type: none"> • Do you like foils/special treatments/alternate-art cards? • Do you want to show off your fancy deck next time you play? • Do you want the highest chance of opening the most unique cards in one booster? 	<ul style="list-style-type: none"> • Collector Booster 	<ul style="list-style-type: none"> • 15 <i>Magic: The Gathering</i> cards from the set • 1 foil token • Specific card breakdown varies widely from set to set • Contains alternate-art, alternate-frame, special foil methods, etc. • The set’s most unique cards are most likely to be found here
<ul style="list-style-type: none"> • New Players—fans who have never played <i>Magic</i> or are just learning to play • Interested Players—fans who are early in their <i>Magic</i> journey and exploring the different ways to experience the game • Adding cards of a single color to their decks • Building a deck quickly • Adding a lot of cards to their collection • Showing your personality with a themed deck 	<ul style="list-style-type: none"> • Do you want more cards in a certain color? • Does your deck have a theme? • Do you want a lot of cards? • Are you interested in building your collection as affordably as possible? 	<ul style="list-style-type: none"> • Theme Booster 	<ul style="list-style-type: none"> • 35 <i>Magic: The Gathering</i> cards from the set based around a single theme • Themes vary by set. Often based on color.