But Wait, There’s More!
By Jay Cormier and Sen-Foong Lim

But Wait, There’s Rules!
A game for 3 or more players where the perfect pitch will win the prize!

Components
• 90 x Item Cards (pages 1-5. Tip: print on different coloured paper than the Benefit Cards)
• 108 x Benefit Cards (pages 6-11)
• 5 x sets of 5 Voting Cards (pages (12-14)
• 1 x Top Seller Pawn (Use whatever you want)
• 1 x 30-second Timer (An iPod app works best)
• 1 x This Super Important Rulebook

How to win
The first player (or team) to pitch three top-selling items wins.

Set Up (1-5 Players)
• Each player is given one set of 5 voting cards
• Each player takes the card that has the coloured border as and places it in front of him. This denotes the name of the company the player represents.
• Place the timer in the middle of the table, within view of all players.
• Elect one player to be the first Active Player at random. Give him the Top Seller Pawn.
• The Active Player shuffles the Benefit cards deals 3 face down to each player. Players can pick these up and look at them but they should keep them secret. The remaining Benefit cards are formed into a deck that is then placed face down in the centre of the table.
• Lastly, the Active Player shuffles the Item cards and places it facedown in the centre of the table.
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How To Play

*But Wait, There’s More!* is played in rounds, with each round consisting of two phases:
  • The Pitching Phase
  • The Voting Phase

Pitching Phase

Flip over the top Item card for all to see.

**Example:**

In this example, the Item card that is turned face up is Pants.

The Active Player takes a moment to think and then announces he is ready and another player starts the timer.

The Active Player must now immediately begin to pitch his product. His product is a combination of one of his Benefit cards in his hand with the Item card on the table.

**Example:**

The Green player adds his Benefit card, “Bulletproof” to the Item card and is now pitching his new product “Bulletproof Pants.” Who wouldn’t want some of those?

This can be done in the style of a late-night infomercial, a magazine ad, or anything players can think of to verbally sell their product to the other players. At some point during the 30 seconds, the Active Player must say “But Wait, There’s More!” then take the top card off the face-down Benefit deck and continue to pitch the product with the addition of this new benefit.
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Example:

The Green player shouts out, “But Wait there’s more!” and flips up the top card from the Benefit deck. It’s the benefit, “odour-free.” He now completes his pitch of his Odour-free, Bulletproof pants – all within 30 seconds!

Once the 30 seconds has expired, he must stop pitching his product and play passes to the player on his left.

The new Active Player then has 30 seconds to pitch the same Item, except she uses a Benefit card from her own hand to modify the Item (e.g. all players are trying to sell “Pants”, but no two “Pants” will have the same benefits) and then she must use a new randomly drawn Benefit card at some point in the 30-second time limit.

Play continues in this way until every player has had a chance to pitch a unique product. Once this has been completed, the Voting Phase takes place.

Voting Phase

Players use their Voting Cards to pick which player did the best job in pitching his product - how "best" is defined is up to each individual voter. It is often based on humour, but may be impacted by how well-spoken a player is, if a catchy jingle was created, how well a player used previous player's inventions to sell his own, or (sometimes surprisingly) how cool the imaginary product would be to actually exist!

Players vote by placing one of their Voting Cards face down on the table. Note that players cannot vote for themselves. Once all players have placed their vote, the cards are revealed simultaneously. Any ties in voting are broken by the player who currently has the Top Seller Pawn. If the Player with the Top Seller Pawn is not involved in the tie, then the Player seated closest (going clockwise) to the Player with the Top Seller Pawn breaks the tie.

The winner of this round is awarded the Item card from this round and the Top Seller Pawn. He keeps the Item card as an indicator of the number of Top Sellers he has pitched in the game.
Example:

In this example, there is a tie between Thingamajig’s Fantastic Inventions (Purple) and Incredible Gizmos of Gadgetron (Red). Because the Top Seller is involved in the tie, and the Top Seller voted for Thingamajig – Thingamajig wins this round!

End of the Round

The player who won the last round becomes the Active Player for the next round. Before beginning play, he must:

1. Sweep up all the cards used in the previous round and discard them to the game box
2. Deal out 1 more Benefit card to each player, bringing the total up to 3 Benefit cards in each player’s hand
3. Turn over the next Item card and proceed with the next Pitching Phase as detailed above.

Example:

Thingamajig (Purple) takes the Item Card, “Pants” and also the Top Seller Pawn. Each player gets a new yellow Benefit Card and a new Item card is turned over. The round begins again!

Ending the Game

The game ends when a player wins his third round!
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How to Play (6+ players)

Set Up

If there are more than 5 people, divide the group into a minimum of 3 teams of roughly equal size. Each team should have no more than 3 players to keep the play fast and furious.

Each player is dealt out 3 Benefit cards - these are to be kept hidden from all players, including teammates.

Game Play

The game play is similar to above, with play alternating between the team members such that:

1. One player on the team will use a Benefit card from her hand and start the pitch.
2. At some point during the pitch, the second player needs to interrupt and say “But Wait, There’s More!” and adds one of her Benefit Cards to the product and complete the pitch.

Roles should be rotated between teammates each round.

Voting Phase

Voting is carried out as above with teammates discussing who should win the round prior to voting.

Ending the Game

Once a team has won 3 rounds, the game is over!