LEARNING TARGET: **I will Sharpen My Rhetorical Skills to Create Business Pitches Using Game Simulation**
LEARNING PURPOSE: **To Increase My Marketability, Personally and Professionally**
LEARNING SUCCESS CRITERIA: **I Will Succeed When I Can Network in the Virtual and Real World**

Do Now: **Follow Opening Procedures to Prepare for Your Work Day:**

How will You Use Your Rhetorical Skills to Pitch a Business Idea?

What is Rhetoric
Art of effective or persuasive speaking or writing

In order to be persuasive
- ✓ Creditable
- ✓ Logical
- ✓ Connect to Audience

Snake Oil Rules

Setting Up

1. Slide the card tray out of the box and place the four Word Card decks (with rounded corners) onto the table, within reach of all players.
2. Each player draws a hand of six Word Cards.
3. Select one player to be the Customer for the first round.

Playing the Game

1. The Customer takes a Customer Card from the center of the tray, selects either side, reads it out loud, and places it in front of him or herself.

   The Customer takes on the role printed on the Customer Card for that round.
2. The other players combine two Word Cards from their hands to create an item for the Customer.
3. As soon as any player is ready, that player "pitches" his or her item to the Customer. When one player is finished anyone else can jump in and make the next pitch.

   The Customer may cut off any pitch that goes over 30 seconds.
4. After each player has made a pitch, the Customer picks the best item and awards the Customer Card to the player who created that item.
5. The Word Cards played in that round are discarded into the card tray. Players draw Word Cards from any Word Card deck on the table to bring their hands back up to six.
6. The player to the left of the current Customer becomes the new Customer and play continues following steps 1-6 until each player has been the Customer once.

Winning the Game

After each player has been the Customer once, the player with the most Customer Cards wins!

Tie Breaker:

If two or more players are tied with the most Customer Cards, play one additional round with a new Customer Card. Only the tied players submit Word Cards and all other players vote to determine the winner. The player whose item is selected wins the game!

If all players are tied with one Customer Card, continue playing until each player has been the Customer a second time. Whoever has the most Customer Cards wins!

Snake Oil Variations

The More the Merrier

To give players more options in creating items for the Customer, try playing with each player drawing more Word Cards. Decide as a group whether to hold eight or even ten cards per hand instead of the standard six.

Snake Oil Live!

With this variation you can entertain a large group for hours as Snake Oil contestants pitch to an audience to see who is the best Snake Oil salesperson! To run Snake Oil Live, you need a host, contestants, and an audience.

1. Select one person to be the first host.
2. Select three players to be the first contestants. Each contestant draws six Word Cards and the host reveals a Customer Card. *Everyone in the audience takes the role of the customer.*
3. The contestants each create a two-card item and then take turns pitching to the audience.
4. After all of the contestants have made their pitch, the show host asks the audience to cheer or raise their hands for the item they liked the best and whoever gets the most response wins that round.
5. Repeat steps 1-4 with new contestants for each round.
6. Play one final round with only the players who won in the earlier rounds. The winner of the final round is the best Snake Oil salesperson!

Snake Oil Tournament Play (12-24 players)

These rules will help you host a fun and simple tournament using just one box of Snake Oil.

1. Divide the players into groups of 4, 5, or 6 so that there are at least three groups. *It's ok if some groups have more players than others.*
2. Divide the Word and Customer Cards so that each group has approximately the same amount.
3. Each group plays one game, with each player acting as the customer once, to determine who is the winner for that group.
4. Play one final game with the winners from each group. The winner of the final game is the grand champion!

Snake Oil Classroom

For classroom lesson plan ideas and standards matching, please see our educational information at:

   www.otb-games.com/games/party-games/snake-oil/

The True History of Snake Oil

Real snake oil actually did exist! It was first introduced to the United States in the 1860's by Chinese laborers working on the Transcontinental Railroad. After hard physical labor, they would rub sore muscles with an ointment made from water snake oil and they shared this ancient Chinese remedy with their American co-workers. Products containing water snake oil are still used today by some herbalists and a recent study found it contains more omega-3 fatty acids than the best forms of fish oil!

As the years went by snake oil was commercialized. In 1917, a sample of Clark Stanley's Snake Oil Liniment was tested by the U.S. government and found to contain no actual snake oil. As a result of swindlers making false product claims and using misleading labels, the phrase "Snake Oil Salesman" was born! Today, the term usually refers to used-car salesmen, politicians, or anyone who likes to stretch the truth just a little bit!

OUT OF THE BOX
Inspiring Fun

Original Concept Jeff Ochs and Patricia Hayes Kaufman
Game Play Design Team Max Winter Osterhaus and Al Waller
Illustration & Graphic Design John Kovalic and Patricia Hayes Kaufman

HOW TO PLAY SNAKE OIL

https://www.kickstarter.com/projects/106482052/snake-oil-elixir-the-best-party-game-in-the-world

Name:

Create a 30 second elevator pitch for your chosen product.

Full Product Name: _____

Sales Pitch: _____

_____

_____

_____

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Create a 30 second elevator pitch for your chosen product.

Full Product Name: _____

Sales Pitch: _____

_____

_____

_____

PITCHCRAFT

How to develop the killer pitch for raising capital and recruitment

Name:

Create a 30 second elevator pitch for your chosen product.

Full Product Name: _____

Sales Pitch: _____

_____

_____

_____

PITCHCRAFT

How to develop the killer pitch for raising capital and recruitment

Name:

Create a 30 second elevator pitch for your chosen product.

Full Product Name: _____

Sales Pitch: _____

_____

_____

_____

Your Name:

Create customer profile for your chosen card.

Customer Name: _____
Customer Age _____

Occupation: _____

Geographic Location: _____

Demographic Information: _____

Motivation: _____

Behavior: _____

_____

MOLD INTO A PERSONA

Build persona profiles and give them a name and image.

- **Name** - Sandy
- **Demographic Info** - Female, 32, bachelor's degree
- **Job** - Marketing, working mom
- **Interests** - Crafting, cooking, pinterest
- **Motivations** - a balanced work and home life, trendy clothing and decor on a working mom's schedule
- **Behavior** - price conscious, values brands that have similar values to her

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Today's Tweet
Date:

_____
Your Name

Today's Tweet
Date:

_____
Your Name

Today's Tweet
Date:

_____
Your Name

Today's Tweet
Date:

_____
Your Name