

GAME MASTER HINTS

✓ **Correct answer: “00”**

(Link to the letter: “Engagement is zero. Sales – just as bad.” → 0, 0)

🧠 **If participants ask directly or get confused, don’t say “read the letter,” but use phrases like:**

“What was written at the beginning?”

“Can something be repeated without us realizing it?”

“If business is stagnant... what do the numbers show?”

💡 **Guiding questions and hints:**

◆ Level 1 – Light Guidance (after 2–3 minutes of difficulty):

“You’ve already read it—maybe more than once.

Where do all missions start?”

(Directs them back to the letter.)

◆ Level 2 – Moderate Prompt (after another 2–3 minutes):

“Some things are loud without saying a word.

Look at the numbers hidden in the story.”

(Promotes them to look for numerical values or lack of results.)

◆ Level 3 – Direct Prompt (if needed):

“Engagement is zero. Sales – just as bad. That’s not just dramatic... it’s mathematical.”

(Clearly refers to the phrase “zero, zero.”)