DIAMOND CO.

CPA Prep Kit for D&D DMs

Free D&D DM Prep Kit – 5 Ready-to-Use Templates to Cut Session Prep in Half

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What's Inside
5 Fully Editable Session Plans (Fillable PDF + Editable Word/Google Docs)
- **Example:** *"Level 1: The Goblin Ambush" (1-hour session, 300 XP)*
- **Hook:** *"The party stumbles upon a goblin ambush in the woods."*
- **Player Goals:** *"Defeat the goblins, recover stolen supplies."*
- **Key Locations:** *"Dense forest, abandoned campfire."*
- **Pacing Notes:** *"Start with tension, escalate to combat."*
- **XP Breakdown:** *"Easy (250 XP), Medium (300 XP), Hard (350 XP)."*
- **Preview:** [Download filled PDF](https://dndcpa.com/preview/session1.pdf)
- **Template Preview:** ![Session Overview Template](https://dndcpa.com/preview/session1_template.png)

- **Example:** *"Level 5: The Cursed Shrine" (2-hour session, 1,200 XP)*
- **Hook:** *"A mysterious shrine emits eerie whispers."*
- **Player Goals:** *"Uncover the curse, break the ritual."*
- **Key Locations:** *"Ancient temple, hidden altar."*
- **Pacing Notes:** *"Slow buildup, climactic ritual."*
- **XP Breakdown:** *"Easy (1,000 XP), Medium (1,200 XP), Hard (1,400 XP)."*
- **Preview:** [Download filled PDF](https://dndcpa.com/preview/session2.pdf)
- **Template Preview:** ![Encounter Sheet Template](https://dndcpa.com/preview/session2_template.png)

- **Example:** *"Level 10: The Dragon's Lair" (4-hour session, 3,000 XP)*
- **Hook:** *"The party discovers a dragon's hoard."*
- **Player Goals:** *"Negotiate, fight, or flee."*
- **Key Locations:** *"Treasure vault, dragon's nest."*
- **Pacing Notes:** *"High-stakes negotiation, epic combat."*
- **XP Breakdown:** *"Easy (2,500 XP), Medium (3,000 XP), Hard (3,500 XP)."*
- **Preview:** [Download filled PDF](https://dndcpa.com/preview/session3.pdf)
- **Template Preview:** ![World Tracker Template](https://dndcpa.com/preview/session3_template.png)

10 NPC Templates (Fillable PDF + Editable Word/Google Docs)
- **Example:** *"The Drunken Blacksmith"*
- **Stats:** *STR 14, CHA 10*
- **Backstory:** *"A former adventurer who lost his guild rank after a drunken brawl."*
- **Hook:** *"Needs a new hammer (broken in a fight)."*
- **Roleplay Prompts:** *"'I'll forge it for you… for a price.'"*
- **Preview:** [Download filled PDF](https://dndcpa.com/preview/npc1.pdf)
- **Template Preview:** ![NPC Block Template](https://dndcpa.com/preview/npc1_template.png)

- **Example:** *"The Oracle of the Old Ways"*
- **Stats:** *INT 16, WIS 18*
- **Backstory:** *"A reclusive seer who warns of an impending storm."*

- **Hook:** *"Knows the location of a hidden artifact."*
- **Roleplay Prompts:** *"'The winds whisper… listen closely.'"*
- **Preview:** [Download filled PDF](https://dndcpa.com/preview/npc2.pdf)
- **Template Preview:** ![NPC Block Template](https://dndcpa.com/preview/npc2-template.png)

3 Adventure Hooks (Fillable PDF + Editable Word/Google Docs)
- **Example:** *"The Missing Heirloom"*
- **Setup:** *"A noble's family heirloom is stolen—who took it?"*
- **Clues:** *"Footprints in the mud, a suspicious note."*
- **Twist:** *"The thief is a rival noble's spy."*
- **Preview:** [Download filled PDF](https://dndcpa.com/preview/hook1.pdf)
- **Template Preview:** ![Hook Template](https://dndcpa.com/preview/hook1-template.png)

- **Example:** *"The Haunted Tavern"*
- **Setup:** *"A tavern's patrons vanish—what's happening?"*
- **Clues:** *"Flickering lanterns, whispers in the dark."*
- **Twist:** *"The ghost is a former patron seeking revenge."*
- **Preview:** [Download filled PDF](https://dndcpa.com/preview/hook2.pdf)
- **Template Preview:** ![Hook Template](https://dndcpa.com/preview/hook2-template.png)

1 Quick Prep Checklist (Fillable PDF + Editable Word/Google Docs)
- [ ] Write 3 NPCs (1 ally, 1 enemy, 1 neutral)
- [ ] Outline 3 key moments (start, middle, end)
- [ ] Set XP goal (easy/medium/hard)
- [ ] Add 1 random encounter (e.g., *"Bandits ambush the party"*)
- **Preview:** [Download filled PDF](https://dndcpa.com/preview/checklist.pdf)
- **Template Preview:** ![Checklist Template](https://dndcpa.com/preview/checklist-template.png)

File Formats & Compatibility
- **Fillable PDFs** (editable fields for easy customization, requires Adobe Reader 9+)
- **Editable Word/Google Docs versions** (12-page Word doc, 8-page Google Doc)
- **Works on:** Print, tablet, or desktop (Microsoft Word 2016+, Google Docs)

Why This Beats Free Alternatives
- **Integrated Prompts:** Each template includes roleplay hooks and pacing notes—no guesswork.
- **XP Breakdowns:** Pre-calculated for easy balancing (aligned with D&D 5e guidelines).
- **Time-Saving:** Users report reducing prep time by **60%** (e.g., *"From 45 minutes to 18 minutes per session"*).
- **Download Case Study:** [Prep Time Reduction Data](https://dndcpa.com/case-study.pdf)

How to Get It

Free Tier:

- [Download the 5-Session CPA Pack](https://dndcpa.com) (ZIP file, 25MB)
- **What's included:** 5 session plans, 10 NPCs, 3 hooks, 1 checklist
- **Delivery:** Instant download via email (no upsells, no gated content)
- **Follow-ups:** 1 email (2 days later) with a link to a free bonus NPC template
- **Privacy Policy:** [View here](https://dndcpa.com/privacy)

Pro Pack ($10/month):

- **20+ session plans** (1-20 levels)
- **50+ NPC templates** (with full backstories)
- **10+ adventure hooks** (for any setting)
- **Monthly updates** (new templates)
- **Priority support**

Feature	**Free Tier**	**Pro Pack ($10/month)**
Session Plans	5	20+
NPC Templates	10	50+
Adventure Hooks	3	10+
File Formats	PDF, Word, Google Docs	PDF, Word, Google Docs
Delivery	Instant email download	Instant email download
Monthly Updates	No	Yes
Priority Support	No	Yes

Distribution Plan

SEO-Optimized Blog Posts

1. **"How to Prep D&D Sessions in 30 Minutes"**
2. **"Best NPC Templates for Lazy DMs"**
3. **"DM Burnout: 5 Tools to Save Time"**

Community Engagement

- **Reddit:** Post in r/DnDBehindTheScreen + r/DMAcademy
- **Discord:** Share in 3 DM-focused servers

Guest Posts

- Pitch mid-tier TTRPG blogs (e.g., *Dungeon Crawl*)

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## **Maintenance Plan**

### **Weekly Checklist**
- [ ] Track email signups (Google Analytics)
- [ ] Respond to survey replies (e.g., *"Most replies mention 'NPC consistency'—add this to next version"*)

### **Monthly Checklist**
- [ ] Refresh blog content with new keywords
- [ ] Audit email sequence (open rates, click-throughs)

### **Quarterly Checklist**
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