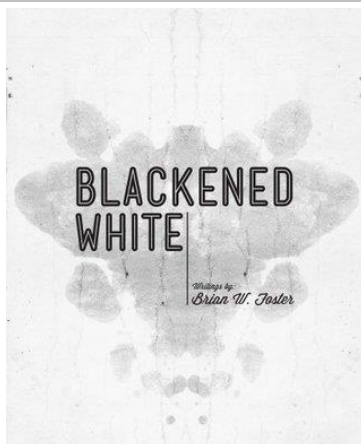


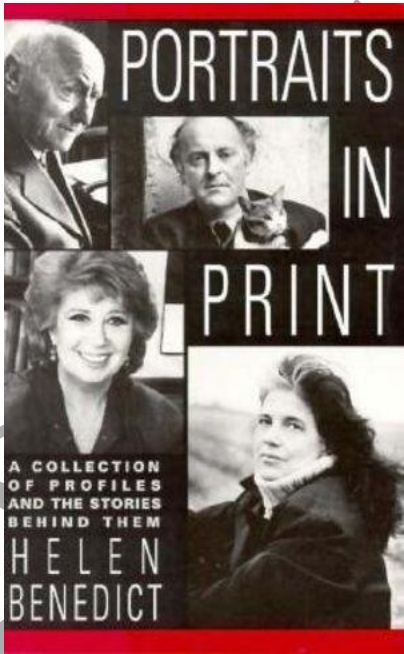
Cover Brief – James Mitchell

Title: <i>Profiles and Dragons</i>	Format: C print: ebook:
Subtitle: A Book of Many Faces	Page extent: 176
Author: Brian Wayne Foster	Special treatments: -
Subject area: Dungeons and Dragons; Real world profiles.	Acquisition qty: Initial print run 5,000
Agent: -	Territories acquired: Australia, New Zealand
Publisher: Harper Collins	
Publication date: November 2021	Price: p: \$29.99 e: \$24.99

About the Book	The book is a non-fiction look into people who play Dungeons and Dragons and a brief look at their lives. The book is about spreading the lessons learned in those sessions to the wider world around them. This book does this through anecdotes and about moments that were impactful to the people in it. Those moments at times can get a little crazy, but they all mean something to the players involved.
Unique Selling Point	It is a book that combines the experiences of celebrities and regular people on the same stage. While many books are interviews and the lives of solely of celebrities. This book looks at the impact the game may have on the greater world around them and talks about the skills that people can carry to the rest of the world. The tone of the book is personal and comedic, while it tackles the more serious thoughts.
Target audience	The curious public who are on the fringe but have heard about Dungeons and Dragons through someone. Niched groups of people who are fans of Dungeons and Dragons.
Core retailer	Small specialised locations which have a lot of fantasy or science fiction on the shelves. A larger store chain like Dymocks, where the book may be in the fantasy section or non-fiction section.
Competition	 <p><i>Blackened White</i> by Brian W Foster</p>



The World of Critical Role by Liz Marsham & The Cast of Critical Role



Portraits in Print: A Collection of Profiles and the Stories behind them by Helen Benedict



Promotional Image for *Between the Sheets*. (Interview Series hosted by Brian Foster)

Publishing strategy

The names in the book are big in the worlds they inhabit. The author has a large social media presence and is well known in those circles. He also, in my opinion, looks good. A lot of the

	push will be off of star power and the people in the book more than the Dungeons and Dragons content.
What should the cover convey?	The cover should convey a sense of intrigue and curiosity to encourage those who are on the fence to try it. It does also need to convey that the subject matter is greater than simply the cover; that there is something to discover within the book.
Desired response	I want people to see a person on the cover, and ask who is that? Or, I want someone to look at the cover and say what is that? Maybe be able to look at the cover and pick out something after they look a bit longer to push the discovery.
What copy must go on the cover?	Brian W. Foster; Title and subtitle; Do you know there are people who practice magic?; <i>Blackened White</i> has to be one of the more honest books I've ever read; I can't think of someone better to write about these personal stories – Matt Mercer
Hierarchy: indicate the order of importance for the front cover copy	<ol style="list-style-type: none"> 1. Author Name 2. Title 3. Do you know there are people who practice magic? 4. Endorsement/Praise (only one needed in case it gets cluttered)
E-book considerations	Sizing for a smaller image. A focal point that could still convey the subject matter and convey who wrote the book, which might allow for drastic size changes used in Earned Media as well.
Thought starters & Ideas for the cover	<p>"The Mask of Many Faces" is an item in DnD and the inspiration for the title. It allows the user to assume the appearance of someone else.</p> <p>As mentioned before, Brian Foster is a selling point and doesn't look too bad as a visual subject.</p> <p>The D20 dice used in Dungeons and Dragons is very recognisable.</p> <p>The colour combinations used in Between the Sheets are darker colours.</p>
Series	No, but possible.
Other books by this author	<i>Blackened White</i> – 2012

Synopsis

If you want amusing stories, if you want dragons and flaming magic, if you want to read about celebrities like Patrick Rothfuss, Joe Manginello, and Matt Mercer of Critical Role, or if you want to explore what it means to really be a pack of misfits, this book has a story for you. There is a little imagination in everyone and Dungeons and Dragons is the place to explore it.

Brian W. Foster, writes about the experiences of Australians and celebrities in the world of Dungeons and Dragons. Whether these stories are public or private,

Brian brings his humour and wit into their lives and determines what is truly important to these people. He delves into the players' minds in order to bring their imagination from the table to the page.

Everyone looks at the impact that Dungeons and Dragons has on the world and how it can improve people's lives and the skills they have. With a brief digression into the history of Dungeons and Dragon's Fifth Edition, Brian shapes the various stories with his own, by providing his own personal experiences. There is only one way to learn more about the people under the sheets and that's with both open banter and fun stories. If there's a brown bear that loves eating blueberry muffins there too, then that's just something else to add.

Keep an eye out for Brian's video interview series, "The Many Faces of Dungeons and Dragons," where he will interview the people in this book and will expand on their experiences.

Author's Profile

Brian W. Foster has been a part of the Dungeons and Dragons community for years and, as an assisting member of Critical Role, he has gained his notoriety interviewing and hosting the cast members on a lax talk show. He has interviewed a number of friends and peers in a YouTube series, "Between the Sheets," with the intent of bringing their stories to the public. This project is an extension of Brian's desire to bring the players' imagination to the rest of the world, and with his large number of followers, many people are already willing to listen to him. He is a charismatic man, with one book under his belt, *Blackened White*, which is an autobiographical look at his life. He is not one to shy away from the intensely personal and has the experience to provide the right stories for any reader who wants to read them.