

Publishing Company: Harper Collins

Author: Brian Wayne Foster.

Book: Profiles and Dragons: A Book of Many Faces.

Synopsis: This book is a concise look at the recent history of Dungeons and Dragons (DnD) from the release of 5e in 2014, and its rise around Australia as well as the world. Brian looks at this current resurgence into the mainstream media and provides insight as to why that may be. He discusses these details in an autobiographical sense.

Part two of the book, provides a look into the experiences of some passionate Australian players. Each of them have their own story and relationship with the game and have spent hours around the table. These Aussie players have given interviews and anecdotal stories of their experiences in their own homes or at public events around the country. Brain brings his clever wit and comedic tone to the stories as he weaves them into overall structure of the book.

Celebrity players, like Joe Manganiello and Vin Diesel, prominent voice actors, like Matt Mercer and Laura Baily, and authors, like Patrick Rothfuss and Junot Diaz, add their worldly experiences to the mix in this section. Brian W. Foster gives some of his own take on some of his most impactful experiences in his own trademark way as well as seamlessly tying in the celebrities with the people of Australia.

These numerous insights consider the psychological and social benefits that DnD brings to the extended world around them. The benefits of their endless joy spending weekends at play. Learn about the people under the sheets.

Pitch: Learn why this relic of the past is on everyone's lips, and discover the people, from all walks of life, that invest their time and fun into pretending magic is real.

Genre: Creative Non-Fiction and Profile

Special: There are many books and lots of media focused on the rise, and the actors, of Critical Role, but there are a not yet many books that take in a wider scope of people. There are many interesting stories out there, and this is a prime opportunity to widen its scope amid the current climate.

#### Author:

- Brian Wayne Foster, is a prominent figure in the DnD community and has a twitter following of 142.7K followers. He did a series of one-on-one interviews with the cast of Critical Role on a YouTube series called “Between the Sheets,” as well as other friends of his including Robert Bryson Hall II, professionally known as “Logic.” The YouTube channel itself has 1 million subscribers.
- His debut novel was “Blackened White” published in 2012, which is a small non-fiction collection of short stories written from a first-person perspective.
- He has been in many public situations and is very confident in such settings. He charismatic and comfortable on stage, in a one on one interview or for a podcast. There would be access to his entire network and the greater Critical Role network that he is integral to. This may include advertisement on his twitter and other social media, as well as a tour, or appearances in various shows/podcasts.



#### Author Publicity:

- The author will show up in interviews on YouTube channels and would be willing to appear in different forms of media as necessary.
- Willing to advertise on their various social media platforms.
- Potential connection to the entire Critical Role network and their social media platforms. (Definitely his fiancée Ashley Johnson: 518K followers, Twitter) Collectively, they are typically willing to tout the accomplishments of their close friends. The highest of these seven, in terms of twitter followers, is Matt Mercer with 652K and the lowest is Taliesen Jaffe with 293K.

#### Readership:

- This non-fiction book provides a down to earth look at the real people who play the game. The style of the book will be designed to appeal to a curious, wider audience, of people ranging up into their forties who are interested in real stories. Some may be interested in the celebrities listed in the book.
- The fanbase for a number of the celebrity people in the book are very loyal and may buy the book if they appear in it, not necessarily with the intention of reading it.

#### Comparative Texts:

- Portraits in Print: A Collection of Profiles and the Stories Behind Them; Helen Benedict; 1992 (Structure/Content)
- The World of Critical Role: The History Behind the Epic Fantasy Hardcover; Liz Marsham; 2020 (Content)

- Blackened White; Brian W. Foster; 2012 (Style)
- Between the Sheets: Interview series on Critical Role YouTube channel; Brian W. Foster; 2018 (Style/Content)

#### Sales Marketing:

- Advertising at Comicon's, such as Oz Comic Con or Supanova to tap into niche buyers.
- Video based interview series of profiles in the book to run alongside the release. Similar to his "Between the Sheets series." Naming the video series something similar may attract additional eyes. The highest viewed interview reached 1M views and the celebrity guests were all above 500K views. The average views for the "lesser known" interviewees of the series were 196K. These may be reflective of the numbers for the novel. This could be expensive, but the potential number of eyes on it would be high.
- Book Proofs. Expensive, but I believe this book has a wide appeal both based on the celebrities that can be involved and the real Australian stories and tapping into that market would be beneficial.
- Interviews on niche podcasts and radio.
- This book may be expensive with all the added people and media surrounding it, but the potential readership is equally big. This is also a book that need not be confined to just Australia and would work in various countries.
- The general format of this book could be applied to further books, or additional games, whether electronic or tabletop. So, there may be future opportunity.

Vision: 176 Pages; B-Format (198mm × 129mm); Price \$19.99; For sale in November 2021 due to names contained in the book, or February 2022 due to the possibility of people deciding to take up DnD in the new year. Potential to coincide with tv series mentioned below as voice actors would appear in the book.

Advance: Large

Addendum: The "Critical Role" show I have mentioned throughout this proposal, carried out a crowdfunding campaign on Kickstarter for an animated series. They raised \$11.39 million (US) to become the most successful animated tv series crowdfunding campaign. It was later picked up to air exclusively on Amazon's streaming service. It is planned to be released on an unspecified date in Summer to Autumn of 2021 (US).