

Your Book Proposal for No Starch Press

- **Description.** Briefly describe your book and its content. What makes it compelling and why? Why will it make a difference? What makes it unique?
- **Audience.** Who is your target audience and how will your book meet their needs? Who will buy your book and why?
- **Competition.** List any competing titles. How do they relate to your book? How will your work compete? How is your book similar to or different from any existing titles?
- **Market.** Discuss the market for your book. How is it changing? How large is it? How will your book meet its needs now and in the future?
- **Outline and schedule.** Provide a detailed outline of your book including parts, chapters, subheadings, and any appendixes or additional pieces. Describe your plans for illustration (screenshots or other). Describe each chapter in a paragraph or two, focusing on both its content and how it will fit into the scheme of your book. Estimate the length of each chapter and when your book would be completed.
- **Non-book features.** Will your book contain a CD-ROM? If so, what will it contain? Will you support the book with a Web site?
- **You.** Who are you? What is your background? What are your goals in writing a book? Have you any special affiliations that will help us in marketing your book? Please include your resume, vita, or a brief biography as well as a writing sample with your proposal. List any previously published titles and their sales figures (if available).

Description: "Atari: Innovative Leisure. The True Story of Atari". Unlike the one dedicated book on Atari, this book would go into far greater depth and talk more about the hidden parts of Atari, the little known parts of Atari and more importantly; while giving quotes and info on the major figures, it would talk about the "small people" at Atari so to speak. The engineers and designers and line workers, hear about all the inside "dirt" about the company and truly understand how it went from a \$500 startup to one of the most recognized names in the world and then into obscurity.

Audience: Video Games make up a seven billion dollar a year market and "Retro-Gaming" or "Classic Gaming" has been on a steady rise in the last four years and is become a substantial market share. The target audience would be Videogamers, Classic game enthusiasts and also 30-somethings looking to wax nostalgia about the very name of Video Games that they grew up on as teenagers. Those in the industry would also be very interested.

Competition: Joystick Nation (not Atari specific but a good deal of mention); Game Over (Nintendo specific but some Atari is mentioned); and Phoenix: The Fall & Rise of Videogames (written by Leonard Herman, again not Atari specific.) The only Atari book, Zap! The Rise and Fall of Atari, went out of print 15 years ago.)

Market: As mentioned above, the Video game field which Atari pioneered is a 7 billion dollar industry. Atari is seeing greater exposure over the last 2 years with almost 6 new titles which have been released on the PC and modern gaming consoles, plus the Atari classic collections by Midway, Namco and Activision. Atari's presence is on the rise and people are taking more and more notice. The Atari History Site receives nearly 30,000 hits per month and Leonard Herman's book, with no advertising and little bookstore support has sold over 3,000 copies worldwide.

Outline: We provided you with a first revision outline and Leonard and I have had several phone calls and meetings and the frame work is already in place, and now we are examining who will need to be interviewed and what historical data will be needed.

Non-Book Features: It would be great to include a CD-ROM, perhaps a simple interactive CD with Atari commercials and color images of many of the Atari items which couldn't be included in the B&W photos throughout the book (as in Apple Confidential)

Yes, the book would be heavily supported on the Atari History website and as mentioned, it receives enormous traffic; its been mentioned and highly rated by Entertainment Weekly, Yahoo! Internet Life, as well as the current issue of Ebay Magazine (February 2000).

You. I am a 33 year old computer engineer from New York City, married and I've been an active collector and supporter of Atari since 1980. Leonard Herman is a 41 year old writer and programmer, married with two young children, and has written numerous videogaming articles and books. He has been an active collector and supporter of Atari since 1978.