

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Writing for the Gaming Industry**

**By Melissa K. Brewer**

**Writing for the Gaming Industry**

by: **Melissa K. Brewer**

Several months ago, I worked on an interesting project for a client looking to break into writing music for the video game industry. As the project progressed, I found myself fascinated with the art of interactive entertainment, and began to take "side notes" on what it takes to write for the gaming industry. I made a host of wonderful contacts and learned a great deal about how tough --- and rewarding --- it can be to become a part of the development of some of the most mainstream and high-tech forms of entertainment today. (One out of every three American households has a video game system and the fastest growing market for video games is in Europe. ) There are also many opportunities for freelancers to "break in" to the gaming industry through offline and "lower-tech" mediums.

**Honing Your Skills: What It Takes to Make It**

A common misconception about working within the video game industry is that workers are usually young, immature, and inexperienced. While this may have been true in the early days of Nintendo, the technology, interactivity, and the average age of "gamers" (the people that play the games) have matured at an incredible rate. The Playstation 2 has a host of games that are rated "M" for mature; the target demographic for these games are men --- and women --- over the age of 17. As gamers age, the complexity of both the plot and the theatric elements tend to resemble short skits along the lines of "Godfather," leaving the days of Super Mario Brothers long lost in the dust.

One skill that is crucial, besides writing ability, to success in the game industry is passion. If you don't enjoy games or are unfamiliar with the latest technology, then you'll find the gaming world unfriendly. If you want to learn more about video games, buy or rent a console and a few game magazines. Don't try to break into this industry if you're simply looking for work; most video game writers take the jobs , first and foremost, because they enjoy the work. A beginner's pay is, at best, enough to pay some bills. The "real money" comes with success and hard work , i.e. LATER!

Fantasy writers, science fiction writers, and scriptwriters all have an advantage in the gaming industry. Writers play many different roles in video game development, including:

**Plot, Setting, and Character Development:** Writers typically write the setting, character sketches, and general plot based on the game developer's idea. Many science fiction and fantasy writers have found success in video game development because of their ability to create new and complex worlds. Every word in the development of games should be chosen carefully and specifically. In-depth description is crucial for game designers -- writers need to be able to describe every element to allow the graphic designers be able to portray them accurately. In addition, the game manual should be able to guide the reader through the "How -to's" as well as the plot. The manual typically is created by the initial development writer.

**Storyboards and Scripts:** Depending on the game type, most have "cinematic" sequences that move the game along as the player progresses. A typical storyboard includes a rough sketch of each

screen or level (done by the graphics department). (How will they look, act, move, and sound?? What, if any, interaction will each character have with other characters in the world?) A brief explanation of every action should appear on each panel of the storyboard.

If this all sounds like Greek to you, you can find out more about the video game-making process at:

For how-to's on writing storyboards and scripts for games, an absolutely essential resource is Paul Garrand's *Writing for Multimedia and the Web*, available at bookstores, and of course, Amazon.com.

### **Getting Started, Getting Connected**

Most game writers don't simply "jump into" the field without industry experience. Many of them start out as fans that write ABOUT the game industry. You'll want to network as much as possible with the game development field -- you can do this by finding out about trade shows and association meetings. "I cannot stress how important it is to go to these and network! Bring samples of your work and collect as many business cards as possible!" says Sarah Stocker, a full-time writer for Stormfront Studios. Be sure to follow up with work samples and thank you letters. She also notes that smaller publishing houses are more receptive to newcomers; it is important to keep in touch. (<http://www.Gamasutra.com> is a resource that lists trade events)

Many writers start "small" in their quest for work, usually by writing articles and reviews for gaming-related publications. Most game magazines hire freelancers for reviews of games and expect thoughtful, knowledgeable reviews. Normally reviewers are asked to send in a sample game review. You should treat video game magazines as you would any other magazine; get a copy and study what they publish! (Did I mention that video game reviewers normally get scores of FREE games -- they make great presents!)

Video game reviews normally take up at least one page. (If the game is good, if not, then reviewers don't bother!) and include: Game Name, System, Developer and Publisher, Release Date, Age Rating (ESRB, RASC, SEGA) Overview, Plusses, Minuses, Graphics, Play Control, Game Design,

Satisfaction, Challenge quotient, Sound, Originality, Replay Value, Overall review score

You can find writer's guidelines through Writer's Digest or by performing web searches for "Video Game Magazines". (Web searches are more up-to-date and will yield better results!)

Many writers also break into video game writing through writing game guides and RPG books. (Remember Dungeons and Dragons?) Burning Void has an excellent page about writing for role playing game markets and many resources to help writers find a niche in the RPG Industry.

What it's Like to Freelance Write for the RPG Industry

### **Getting the Job**

Many small video game publishers and PC game publishers actually post their writer's guidelines on their website and typically require a sample script with character development. (Usually 8–15 pages long — by the time you get to this point, you'll want to be sure you're serious. A well-crafted script reads like a story and the characters are easy to visualize.) While small game publishers are more open to

newcomers, they also tend to be unable to pay up-front — which means royalties, or a lack thereof, for writers. Of course, the experience is valuable, and you'll have a game to pass on to your nieces and nephews with your name in the credits! You'll also have something to put on your resume when you apply for a writing job at a "big" game development company.

Competition is stiff, but with experience often comes success, and you can have a lot of fun along the way if you decide to give it a try!

Here are a few places that post video game writing jobs regularly:

Help Wanted at Game Developers. net

Game Jobs

Database of Game Development Companies (US & UK)

Add yourself to the RPG Industry Directory

Good luck and good game –writing! Many thanks to Sarah Stocker of Stormfront Studios and the PR Department at Sony of North America for their help with this article.

Melissa Brewer is a full-time freelance writer and author of The Writer's Online Survival Guide, available at

She hosts a website for professional freelance writers and

she publishes a free weekly newsletter, The Web Writing Buzz, featuring articles on freelancing, writing

jobs and publishing news from around the web.

## **White Label Gaming - The Rich Man's Choice**

**By Sebastien Veilleux**

Let's face it. We all want to make that cold hard cash in bundles. Perhaps you started an Internet business—or will start one soon—to just get by or get rich. Unless you have your own product, it's to the affiliate program street for you. Is there a better alternative for the webmasters looking to get a taste of the action? Sure, those nice signup bonuses for getting players to an online casino look great at first. But, how much money are you losing in reality?

I should point out that for some, due to laws, affiliate programs are the only route to tap into the multi-billion dollar a year gambling industry. Heck, if you live in Washington State in the USA, you can't even link to an online gambling website. Affiliates in that state can be charged with a Class C felony and get up to 10 years in prison—ouch. For the rest of us, affiliate programs just don't make much sense. There is another alternative. It's called White Label Gaming and it can make you a fortune.

Basically, white label gaming is like having your own online gambling destination without the need for millions of dollars in setup and bankroll to pay potential winners. When you setup your own white label gaming site, you own the actual website. All the traffic that comes to your domain is yours. What's even better is the player information you keep. When you send traffic to an affiliate program, you lose all that player data—plus you have to hope the program is honest and their software is reliable. You could be losing players and not even know it.

There's a lot of power in being the owner. Here's another plus—player contact. When you send players to some affiliate program, they are at the mercy of the site you sent them to. If that site has poor service—or develops it—you suffer in the end, because that player leaves. When you own the site, you can interact with the players as you like. Many white label gaming owners create a special bond with players. The end result is players staying longer, playing more and depositing more money into your pockets.

White label gaming options come in all shapes and sizes. One example is a percentage scale based on investment money. For example, just a \$3,000 investment could get you started. As a result, you would earn 40%–50% of your casino's hold. What if someone hits the jackpot? You don't pay them so there are no worries. Many programs are different, and you should do your research first. White label gaming is the way to go for those looking to take their gambling profits to the next level.

Links must be included and working when clicked to use this article.

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**