

How to Create a Simple, Effective Book Trailer and How to Get It Seen

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What are Book Trailers?

- Book Trailers are like movie trailers but for books
- A book promotion tool
- Advertisement
- Visual synopsis
- Reader outreach

The Parts of a Book Trailer

- Overall synopsis without spoilers
- Sound (music, voice over, sound FX, silence)
- Script – Text or VO
- Importance of the first 10 seconds
- Call to action

Scripting a Book Trailer

- Write it so it is no longer than 90 seconds
- Be sure the text is up long enough for readers to see and comprehend it
- If using VO be sure you are able to read the VO clearly and with ample time for comprehension of both what is heard and what is seen
- As a rule- No more than 12 lines. No more than 6 words per line.
- Is the message clear? Did you include the call to action?

Write a script for your book trailer

- In a single sentence explain the main external conflict of the story without giving any spoilers
- In a single sentence explain the character or internal conflict without giving any spoilers

- In a single sentence explain the conflict in the main relationship of the story (romantic, familial, friendship)
- What is your call to action?

What visual components will you use?

- Do you want to show the character's faces?
- Do you want literal examples of the story or can it be abstract?
- Will you use still photos or footage?
- What kind of font will you choose for showing text?
- What about special FX?

Editing your video

- There are numerous types of video editing apps and software
 - <https://blog.hubspot.com/marketing/best-video-editing-apps>
- There are numerous places to get free or cheap stills, music and footage
 - <https://pixabay.com/videos/>
 - <https://www.oberlo.com/blog/free-stock-video-websites>
 - <https://www.uscreen.tv/blog/free-music-for-video-editing/>
 - <https://www.pexels.com/search/video/>
- Know the difference between free, royalty free and editorial only
- Watch videos on YouTube for video editing training
- Know your audience before you begin
- Know where your video will play before you begin (how long will it be? Is it an ad? What format? Amazon?)

Formatting

- Formatting can be the trickiest part of the process according to what you want to do with the video. Suggested formatting at this time is MP4
- Instagram formatting – Use IGTV or format to your profile or story using vertical, portrait videos. Aspect ratio is 9:16 for Stories.
 - <https://www.oberlo.com/blog/best-instagram-video-format>
- Typical width is 1080p
- If creating a video specifically for an ad on a specific site check with that site for their specs
- If creating a video for TV check with that channel for specs

Distribution

- Half the work is the distribution
- Types of distribution include
 - Social media sites (Facebook, Twitter, Instagram)
 - Video sites (YouTube, Vimeo, DailyMotion)
 - SEO submission (Google, Lycos, IE)
 - Reader sites (Facebook reader groups, Goodreads, book clubs)
 - Book video sites (Book Trailer Ning group, TrailerShelf)
 - Genre Specific sites (Check organizations like ITW, HWA, etc.)
 - Hobby or entertainment sites
 - Your own sites
 - Offer to media in your press release

Final Tips

- Remember that your video works 24/7
- If something happens in the news or pop culture and you can tie it to your video then revive it
- There are always new sites going up. Update the distribution.
- Add a link to it in your address line of your email. Put it on your website and social media. Play it during signings. Offer it to libraries and booksellers to use.
- A book trailer isn't for everyone in every case
 - A trailer is a tool, not an answer
 - Know what you want it to do before you spend the time, money or energy on it
 - It's a key to entering some sites (example: You need a video for YouTube, you can't blog there)

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