Title of Session: Book Trailer Basics
Creator: Janet Beasley
Curriculum: ADVANCED

Definition: A book trailer is a short video created to promote an author's book.

Goals: By the end of the session enthusiasts will be able to create a basic book trailer.

Tools:
- 3 x 5 cards
- Laptop or tablet
- Projector to hook laptop or tablet up
- Screen or clean wipe off board
- Markers for wipe off board (in case you want to elaborate visually)
- Sample book trailers (found on LadyVioletAdventures.com website – Creative Labs – The Writer's Lab)
- Book Trailer Basics PowerPoint Presentation (found on LadyVioletAdventures.com website – Creative Labs – The Writer's Lab)

Ice Breaker:
- Hand out the 3 x 5 cards (one per enthusiast)
- Have enthusiasts write a short blurb of the novel or novelette they are working on, on the 3 x 5 card
- Go around the room and have each enthusiast read their short blurb, and have the other enthusiasts give them "visual" ideas to include in his or her book trailer
- Write down some of the most popular visual items on your wipe off board
- Watch your choice of one or more of book trailers provided on the DVD included in the curriculum

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Activity: PowerPoint Presentation (found on LadyVioletAdventures.com – Creative Lab – The Writer's Lab)

- *INSTRUCTIONS:*
- *Below is the text/script to use with the PowerPoint Presentation.*
- *The "CLICK" cues have been added to make it easy to go through the presentation. You will want to click before you begin to speak on that particular topic. When you see the word "click" next to text, simply click the right arrow button on your laptop to bring up that text.*

BEGIN POWERPOINT PRESENTATION:

- **An opening slide will appear. You can leave this static image on until you are ready to click and begin the presentation.**

CLICK = What is a Book Trailer?

Ask enthusiasts for their ideas before moving to the answers below.

CLICK

A book trailer can be considered as a

- **CLICK** = Visual Synopsis
- **CLICK** = Eye Candy
- **CLICK** = Short Film
- **CLICK** = Awesome Tool

CLICK

Why does an author need a book trailer?

- **CLICK** = Promotion – *lets fans know your book is out there while using a popular means of advertising. Video is a popular tool across the masses.*
- **CLICK** = Advanced Marketing
- **CLICK** = Versatile – *can be presented across multiple social media channels. You may want to consider making it "globally" accepted. If you're a whiz at other languages you can create the same book trailer as your base, then replace text with the language or languages in which you are fluent.*
- **CLICK** = People love to be WOWed! – *enticing fans visually is a plus! In this day and age visual presentations are the rage: TV, tablets, cell phones, laptops, etc. all offer visual applications to grab and hold the attention of viewers.*

CLICK

How can I get a book trailer?

- **CLICK** = Bribery (just kidding!)
- **CLICK** = Pay a professional
- **CLICK** = DIY
    - o **CLICK** = Can an author make their own?
        - ▪ YES!

CLICK

Where do I start?

- **CLICK** = Software
    - o One you are comfortable using
    - o Creates a quality finished video
- **CLICK** = Free vs. purchased – you get what you pay for
    1. *Free software does not have the bells and whistles that most of the purchased versions will have. Free gives you:*
        - Easy to use

- Video and audio
- Not a lot of effects
- Not many time lines
- Limited flexibility

2. **CLICK** = Purchased versions give you more features, effects, and options. When purchasing a video software some things to look for:
   - Number of time lines (multiple video and audio)
   - Effects
   - Transitions
   - Transitions
   - Text options

Surf the web to compare software.

CLICK
Music

- **CLICK** = Theme should match your story
  - *In other words, you don't want to use soft romantic music is your book is a rootin' tootin' western*
- **CLICK** = Royalty-free is a must!
  - *General rule of thumb – don't use popular music by popular artists. This can lead to severe unwanted consequences.*

CLICK = *When image of words appears go around the room and ask each enthusiast to choose a word and make that sound before moving on to the explanation.*
CLICK
Sound Effects – Enhance viewing experience

- *Pings, booms, whistles, horns, animals, crowds, etc. Whatever the sound effect, the more it will enhance the viewing experience.*
  - *However, don't over do it…in most cases less is more.*

CLICK
Stock Photos and Videos

- **Photos** = *illustrations and vector images work too*
- **Videos**
- **Royalty Free**
  - *Like music, royalty-free is a must. Again, use the general rule of thumb, DO NOT use celebrities, popular movie clips, popular brands, etc. These too will lead to extreme unwanted consequences*.

CLICK
Where can I find royalty free images, videos, music, and sound effects?

- **CLICK** = Surf the web

By surfing the web you'll find a multitude of sites to choose from. Some offer free elements, while others charge per item or require a paid subscription. READ THE FINE PRINT!

A few sites and the DISCLAIMER are listed on the handout
CLICK
Text

- Easy to read – *Themed fonts are fun, but they need to be legible*
- Less is more – *Avoid writing your entire synopsis*.

Have enthusiasts pick out some easy to read fonts, and some hard to read fonts on the font sample.

CLICK
Narrative Essentials
Narrative is not mandatory, but is an option nonetheless

- Good voice – *clear and easy on the ears*
- Good quality microphone – *your laptop or tablet microphone may not produce the quality you are looking for. You can always plug in a higher quality microphone to record your narrative*
- Speak slowly – *we all know how annoying it can be when someone is talking so fast your brain is still processing the first sentence by the time the fast talker is finished. Don't drag it out, keep it well paced, but don't "machine gun" your words*
- Speak distinctly – *without overdoing it, be sure to pronounce each word without slurring them together. Tone and inflection are also key to getting the point across.*
- Intelligibility – *what you say needs to be able to be understood. If you use the above suggestions you will achieve intelligibility.*

CLICK
A book trailer consists of multiple elements. In addition to the above mentioned, there are key elements you may want to consider including.
Before moving on to the next click, ask the enthusiasts if they can think of any additional essentials or key elements a book trailer would need to include.

- **CLICK** = Book cover
  - *Using the front cover is the best choice. It holds the most color and is your "brand" for that particular book*
- **CLICK** = Your author name
  - *This can be your real name or your pen name if you are using one*
- **CLICK** = Release date (if applicable)
  - *Whether using one or two book trailers, a reference should be made to your projected release date*.
- **CLICK** = Hook line
- **CLICK** = Cliff hanger

- **CLICK** = Website or Blog address
- **CLICK** = Smooth transitions between pictures or videos – *your book trailer should "flow." Using the same transition over and over becomes boring. On the flipside, don't overuse pans and fades*.
  - *A pan feature gives the viewer a visual of moving from one section of the photo or video to another.*
- **CLICK** = Credits if required – *if you're using music or photos that ask you to display credit you are required to do so to avoid any unwanted repercussions*
- **CLICK** = Short in length – *1:30 to 2:00 mins is the most popular*

CLICK
When should I release my book trailer?

- **CLICK** = 3-6 months out
- **CLICK** = The day of your release
- **CLICK** = Or both

There are a couple of strategies you can take on your book trailer's release.

- *You can create one book trailer to release at the time of your book release*
- *OR you can create two book trailers.*
  - *The first trailer would be released 3-6 months out to generate interest in your upcoming novel or novelette.*
    - *Suggested SAMPLE text for at the beginning and/or end of the book trailer:*
      - *Coming Soon*
      - *Releasing April 13, 2015*
      - *Will be available this coming June*
      - *Print and Ebook will be available 2015*
  - *The second trailer would be released at the time of the book release.*
    - *Suggested SAMPLE text for at the beginning and/or end of the book trailer*
      - *Released April 13, 2015*
      - *Now available world wide*
      - *Print and Ebook now available*

CLICK
Where can I post or share my book trailer and/or a link to get to it?

Before moving on to the list, ask enthusiasts for their ideas first.

CLICK
- Facebook
- Pinterest
- Twitter

- Blog
- Website
- Book Signings
- Conventions
- Speaking Engagements
- YouTube *will be your go to source for showing off your book trailer. YouTube can be considered your main hub for grabbing links, sharing, and embedding your book trailer.*

    - *Share vs Embed: YouTube provides easy access buttons for you to share you book trailer: Google+, Facebook, Twitter, etc. You will find these buttons beneath your book trailer under the "Share" tab.*
        - *You can share your video from YouTube by copying and pasting the link provided on YouTube (also found by clicking on the "Share" tab) to your book trailer that fans can click on and visit the book trailer. Popular places to share the link are email or Facebook.*
        - *And yet another way to share your video from YouTube is by showing it in person on your laptop or tablet at a book signing, convention, or speaking engagement*
    - *Embedding your book trailer from YouTube refers to copying and pasting the html coding provided with your book trailer. This coding however must be inserted in a featured DIY tool, or if you know html coding you can add it in manually. Popular places to embed your book trailer include your website or your blog.*
        - *The Embed code can be found by clicking on the "Share" tab, then clicking on the Embed tab.*
            - *If you are feeling savvy, YouTube also gives you the option to resize your book trailer. This is great as it allows you to shrink or enlarge the actual trailer making it easier to fit in the space you have on the page you are embedding it.*
                - *This feature can be found by clicking on the SHOW MORE beneath the embed code itself.*

CLICK
Most of all…have fun creating your book trailer!

Discussion:
- What draws your attention to want to watch a book trailer?
- If you are writing a series would you make one book trailer for all of your books, or one for each of your books in the series, and why?
- Who knows of some awesome royalty free photo, music, special effects, and or video sites? Do they charge – is it worth it? Is is free? How did you hear about it?

Session: Book Trailer Basics
Creator: Janet Beasley
HANDOUT 1: Advanced

What is a book trailer?
- Visual Synopsis
- Eye Candy
- Short Film
- Awesome Tool

Why do I need a book trailer?
- Promotion
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How can I get a book trailer?
- Bribery (just kidding)
- Pay a professional
- DIY
- Can I make my own?
  - YES!

Where do I start?
- Software
  - One you are comfortable using
  - Creates a quality finished video
  - Free vs. purchased – you get what you pay for

Music
- Theme should match your story
- Royalty-free is a must!

Sound Effects
- Enhance viewing experience

Stock Photos and Videos
- Royalty-free a must!

Where can I find royalty free images, videos, music, and sound effects?
Over 2400 FREE photos at = www.flickr.com/photos/janetbeasley
Photos, illustrations, and vector images at **Dollar Photo Club** = http://mbsy.co/9nsTz
Royalty Free Music / Incompetech = http://incompetech.com/music/royalty-free/faq.html
Video Blocks videos, music, and sound effects = http://www.videoblocks.com/

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Text
- Easy to read
- Less is more

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- Your author name
- Release date (if applicable)
- Hook line
- Cliff hanger
- Website or blog
- Smooth transitions between images and text
- Credits when required
- Short in length

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  - The first trailer would be released 3-6 months out to generate interest in your upcoming novel or novelette.
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Where can I post or share my book trailer and/or a link to get to it?

- Facebook
- Pinterest
- Twitter
- Blog
- Website
- Book Signings
- Conventions
- Speaking Engagements
- YouTube

The biggest thing to remember is to:
HAVE FUN!

Session: Book Trailers - Common features of video editing software
**Creator: Janet Beasley**
HANDOUT 2: ADVANCE

Timeline:
A video editing timeline is where you "drop in" your images, videos, text, and audio clips in the desired order you want them to appear in your finished book trailer.

The software you choose will determine the number of timelines available.

Samples of a video editing software timeline:

TIMELINE BLANK: This is what a timeline would basically look like when you open it to begin your project.
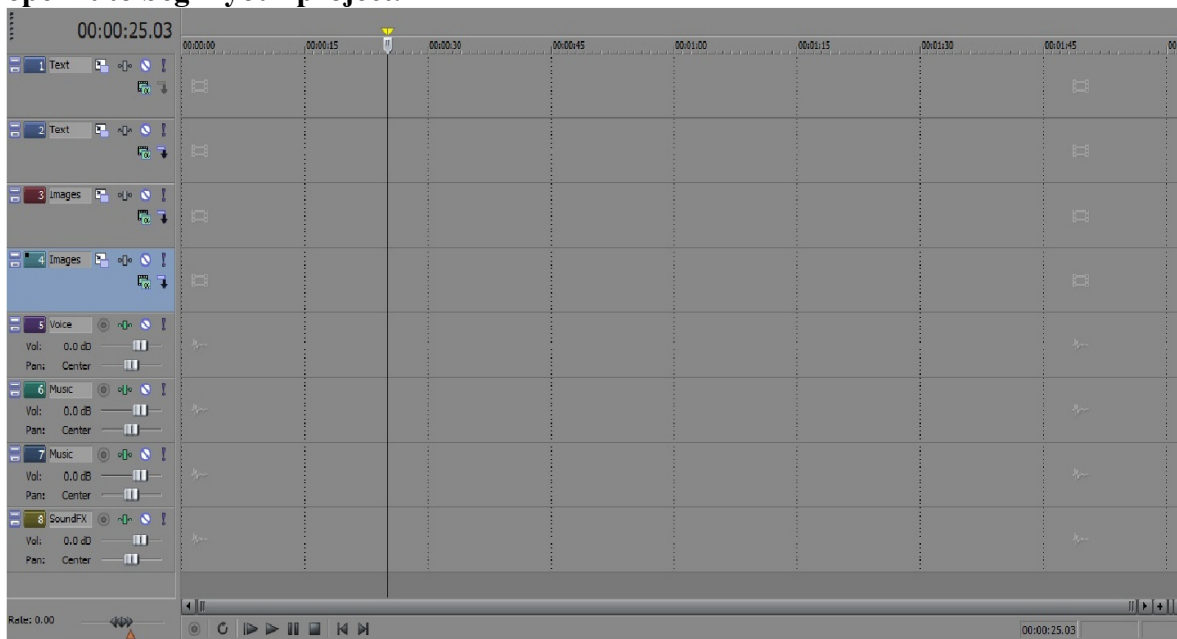
The video editing software you choose will have detailed instructions regarding how to use their timeline and its features.

Rendering:
Rendering is the process your edited book trailer goes through to "tie it all together" making it ready to share on sites such as YouTube. You usually render from your finished timeline.

Helpful Hints:
- Be sure to save a working copy of your book trailer so later down the road if you want to update, make changes, etc. you can pull the working copy back into the time line and make detailed changes, and re-render the book trailer as a new one.
- If you want to have text appear over top an image you will need to make certain your text is on a transparent background.

- Stacking (or layering) your text, images, and/or videos occurs from the top down. With multiple timelines, stacking allows you to overlay text on your images and videos. Anything you put on the top line of your working copy timeline will be overlaid (possibly covering up what is) on the lines below. For example: f you have an image or video on the top timeline and you want text to appear overtop the clip, you will need to move the images/videos to a line or lines below the text for the text to appear.
- The more graphics you have included on your timeline, the longer it will take to render your book trailer. Just because your time shows that your book trailer will be 1 minute and 45 seconds long, don't expect your rendering to go that fast.

WORKING COPY TIMELINE FILLED IN: This is what a working copy timeline can look like. Notice the text is on a transparent background and is "stacked" above the images and videos. The squiggles on the bottom timeline are the audio clips.