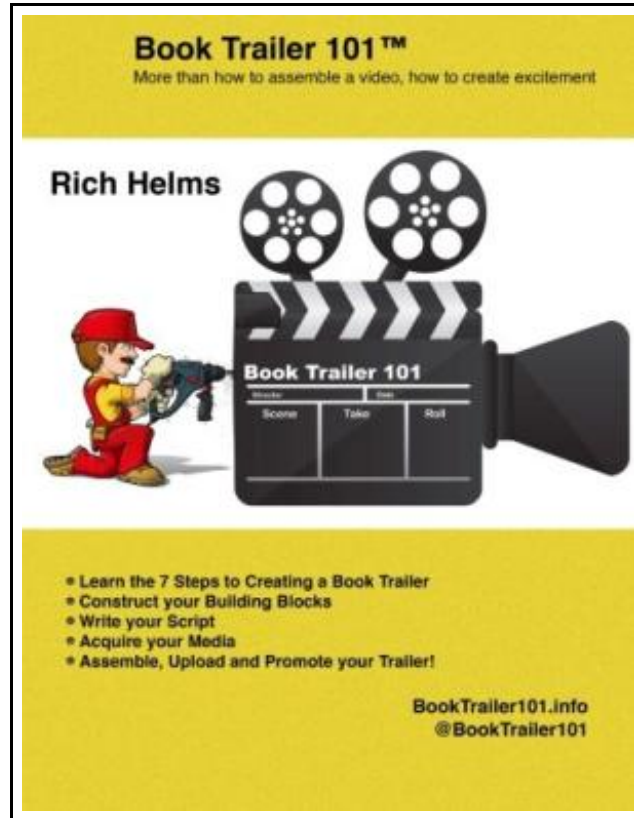


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BOOK TRAILER 101: HOW TO CREATE A BOOK TRAILER



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Writing Fairy Press, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Like a movie trailer, a book trailer is a teaser designed to get and keep viewers interest long enough that they make that important click: to your website, to your promo site, to wherever more information about your book can be gained. With the mass move to the Internet for audiences to seek information and entertainment, a book trailer sets your book apart. It helps you overcome the tough marketing challenges that face both self-published and traditionally published writers. Book Trailer 101 looks at the creation of book trailers as a series of steps. During the process, you will go back and rework previous steps as you learn. Finding a special photo could result in a change of script. Reading a phrase out loud might cause a rewrite to smooth out the delivery. Creating a trailer is an iterative loop of events. Learning to create book trailers has a logical flow. In What is a book trailer? we examine the external characteristics of a trailer by comparing them to the more familiar movie trailer. Then, we look at when to start trailer development, whether trailers work and finally, book trailer levels. In Step 1. Identify Audience, we identify your target reader and buyer, as well as reader expectation and genre, and we look at what makes a trailer go viral. All of this defines who your trailer is aimed at. Now that the target is defined, we begin Step 2. Create Building Blocks by describing the book with elements you can use to create your log-lines, tag line, high/low concept and praise. With the phrases and building blocks complete, in Step 3. Select Approach, we look...



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