

How to Make a Book Trailer

Video Trailers WILL Draw ATTENTION!



Producing book trailers for the purpose of book reviews and advertising new books added to the collection are an effective and fun way for readers to provide a synopsis of a book they have recently read.

Book Trailers are a new way to reach readers with technology, providing a video image of words on the page.

VIEW BOOK TRAILERS ONLINE

Beginning your own book trailer can be a very daunting task. The best way to start the journey is to simply search online (YouTube, Google, etc.) for book trailers that have been produced by other readers. Even getting on the website of the book publisher for the book you are reading may have book trailers already provided.

WRITE A SHORT SUMMARY OF THE BOOK

Just as you would for a book review, put together a few sentences summing up the book. Make sure that you focus on including characters, plot, and theme. What makes it sizzle!

Book trailers serve the same purpose as a movie trailer, giving the viewer, or in this case the reader, a quick glimpse at the book's high points.

FIND VISUAL IMAGERY TO PROMOTE THE BOOK

The web is your friend as you search for attention grabbing pictures and other forms of media, **free of cost**. A few places to search include www.freedigitalphotos.net, www.freefoto.com/, www.office.microsoft.com/EN-US/CLIPART/DEFAULT.ASPX and so many more!

When searching for ways to use the visual imagery, do not get bogged down if you cannot find the exact picture you are looking for. You might be able to find an image that would serve as a backdrop for the entire trailer. Words can also be used artistically, whether through your computer program or through websites like <http://www.wordle.net> that can create word graphics.

The trailer will be view in sequence so make sure that the images you choose blend with one another.

CREATE A BOOK TRAILER SLIDE SHOW

Of course, many book trailers incorporate video. However, that is both more time consuming and more difficult to accomplish. In fact, many of the most effective book trailers have no video element at all; pictures and words can do the job just as well.

To create a slideshow, use a movie editor such as Windows Movie (for PC) or iMovie (for Mac). Another option is to use an online editor, such as <http://www.slideroll.com/> . These programs are generally very user friendly, and the trailer doesn't have to be complex to be successful. Mere PowerPoint presentations, through Microsoft Word, can provide a slideshow, as well.

For those unfamiliar with these programs, spend some time on the tutorials. For a basic trailer, all that's necessary is a timed slideshow arranged so that the phrases line up accordingly with the images.

PROVIDE MUSIC

Once the slideshow is complete, consider finding a song (or several) to play along. This can be a great way to set the mood for the story – pop tunes for a light, contemporary novel, dark, classical music for a historical mystery, or sounds from nature for basic background sound. Again, this is an opportunity to really get creative! For those comfortable with the program, consider adding sound effects or even voice-overs. The possibilities are endless!

BOOK TRAILERS ARE A UNIQUE WAY TO SHARE YOUR BOOK

Producing a book trailer can be as daunting or as simple as you would like it to be. Often, the process of creating a trailer is inspiring, causing the writer to think of their book in a new light, or with refreshed interest. The most important thing to remember is to have fun!