



## Book Trailer 101: How to Create a Book Trailer

By Rich Helms

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...



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