

# The Creation and Value of Book Trailers

Presentation for California Writers Club  
Mt. Diablo Chapter  
June 12, 2021  
By Karen Stephen

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# Author Karen Stephen



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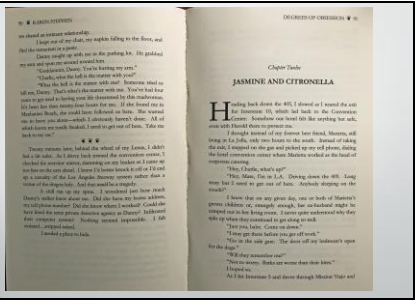
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What authors use book trailers?

Michael Connelly – The Burning room  
<https://youtu.be/Hhdc86a>

Michael Connelly – The Crossing  
<https://www.youtube.com/watch?v=fBelGjR2a>

Ten Most Viewed Book Trailers  
<https://film-is.com/the-10-most-viewed-book-trailers-of-all-time-updated/>

Ten Book Trailers to Watch with Your Kids  
<https://bookishhome.com/2020/02/12/build-entertainment-with-book-trailers/>

Nine Book Trailers of Well-Known Authors  
<https://film-is.com/book-trailers-for-well-known-authors/>

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Why create book trailers?

Marketing your book – pre or post publication

Creating a pitch

Creating suspense and drama

A teaser for possible film production

Fun use of your spare time!

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Writing a Mini Screenplay for Your Trailer

Status quo

Introduction of main characters

Inciting incident

Major plot twist

Hints of the final battle scene

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Trailer for  
Degrees of  
Obsession  
<https://www.youtube.com/watch?v=degrees-of-obsession-book-trailer>

Status quo – Stroll down memory lane

Introduction of main characters—woman and her ex, stalker

Inciting incident—looks up old boyfriend

Major plot twist—boyfriend's real stalker comes after her

Hints of the final battle scene—her life is at risk

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Making a  
Book  
Trailer

Choosing software  
<https://www.oberlo.com/blog/best-free-video-editing-software>

Download Movie Maker 6.0  
<https://movies.blaineville.com/blog/mmm-6.0-on-windows-7.html>

Selecting visuals & sound

Professional or DIY

Publishing/YouTube

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Choosing  
the visuals

Photos

Videos

Stock or original

To pay or not to pay

Copyright concerns

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Choosing  
the  
audio/music

Original music

MP3 recordings

Stock music

Sound effects

<https://www.productioncrate.com/>

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Professional  
vs. DIY

Range of quality

Cost

Cost benefit

Time investment

Computerskills

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Publishing  
Your Trailer/  
Using  
YouTube

Uploading to YouTube

Including link on website/blogs

Publishing to Twitter

Publishing to Facebook

Publishing to Newsletter

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Elements of  
Movie  
Maker program  
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SINISTER  
SUGGESTIONS

Visuals

Audio/music/narration

Transitions

Visual effects

Titles/subtitles

See how it  
all comes  
together

Trailer for Mother Tongue

Real life photos

Corsican music/theme

Suspenseful plot

<https://karenstephen.com/mother-tongue/mother-tongue-trailer/>

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