

The Book Trailer® Revolution

**Book Marketing and Promotion
Through Digital Video**

**by
Sheila Clover English
CEO, Circle of Seven Productions
Digital Video Distribution Specialist**


Circle of Seven
Productions



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SClover@cosproductions.com

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**One of the first things I'm often asked
by publishers, authors, and publicists is:**

WHAT'S A BOOK TRAILER®?

**This ebook contains my answer – and
more.**

FOREWORD



From left to right: Michael Miller & Cheryl Miller making a book trailer®, followed by two stills from recent book trailers®.

Everyone is scrambling to figure out online marketing – how it affects traditional marketing, and whether or not this is all just a passing phase.

People talk about online promotions and advertising as if these are new ideas – or even worse, a miracle cure for people who don't have the money for traditional marketing venues.

Online marketing, promotion, and advertising is not a miracle. It's an evolution of technology.

Here's the hard part for many people to understand: It is a continual evolution. The dust is not going to settle.

The reason for this ongoing change is that technology itself continues to evolve.

At first people just wanted to promote their books via email and websites. Then there was blogging and video. Now it's RSS feeds and mobile phones. And you're about to learn in this book that there's more on the horizon.

Back in the days before the great information highway that we call the Internet, there were logistical reasons for how we did marketing, advertising, and promotions.

We were cutting edge when we had FedEx accounts and fax machines. Top executives and successful sales reps were the only ones with cell phones.

The television networks had a monopoly on reaching the masses with visual advertisements. ABC, CBS, and NBC were the “big boys.” MTV didn’t exist, and HBO still used short films as filler for content.

You needed a publicist to get to the media, and an agency to get you on TV.

If you wanted a book review, you’d best be willing to sell your first born.

Major newspapers were king and commanded all authority on what books were reviewed in their column and sent to thousands of subscribers.

There are still people out there who remember those days fondly, because they understood them. There were set procedures. There was control.

Now, much of that’s gone – or at least it’s evolved to such a state that the old rules don’t apply much any more.

Today you hear people talking about online marketing, viral marketing, and online word-of-mouth.

People are excited about new technology and new opportunities. They get so caught up in how many things they can do themselves, they don’t stop to see what’s really working and what isn’t.

This book is primarily meant to discuss opportunities that involve digital video. We will also touch on blogging and other social sites that allow you to post video clips or link to video content.

More importantly, I hope to help establish a sense of process and procedure in an ever-evolving online world of promotions, marketing, and advertising.

The information contained in this book is gathered through research, experience, and shared information. I do not claim to be a marketing

specialist with all the answers. I do have some of the answers – for as long as those answers are current with today’s technology and trends.

This Ebook's Structure

I created this as an ebook for several reasons. One is that I knew I would be offering it for free, and this format is the least expensive to create. There will be live links to check out some of my resources first hand.

Plus, it's easier to share it with others in an electronic format.

This ebook utilizes COS Productions and Reader’s Entertainment TV information.

This ebook also utilizes my blogs.

I spend a great deal of time on the Internet.

The truth is, I blog a lot.

My blog at MySpace has been read by tens of thousands of people. It became so popular that MySpace Books noticed it and contacted me, which is how COS created a relationship with MySpace.

I have other blogs that I write for as well, such as Future Perfect Publishing, REC TV, and Booktrailers.

Throughout this book I will include some of my blogs in their entirety. I will be sure to mark those clearly as previously blogged materials so you can skip over them if you like, or if you’ve already been reading my blogs.

You’ll find some standard features such as “Digitally Speaking,” where I highlight specifically how video is involved with a topic. “IMHO” stands for “In My Humble Opinion” and denotes my personal observations and feelings.

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The Book Trailer® Quiz:

Pick one of the book trailers® below – click the link to watch it right now on YouTube.com, if you're online. Once you've watched it, answer the simple question on the following page.

Don't peek and find out what the question is until you've watched your video!

Safe Harbor – Book trailer® – Christine Feehan – Paranormal Romance

http://www.youtube.com/watch?v=SSQGA44g_7U

Lady of Serpents – Book trailer® – Douglas Clegg – Horror/Fantasy

<http://www.youtube.com/watch?v=9F956cZGbkq>

Lessons of Desire – Book trailer® – Madeline Hunter – Historical

<http://www.youtube.com/watch?v=EfGkoER3lo8>

Absolute Fear – Book trailer® – Lisa Jackson – Thriller/suspense – Davey Award Winner

<http://www.youtube.com/watch?v=f6V-LnUGuew>

Dark Hunger – Manga – Christine Feehan – Level 2 Mini Teaser

<http://www.youtube.com/watch?v=5TxIN3toHIU>

Must Love Dragons – Stephanie Rowe – Level 2 Mini Teaser – Telly Award Winner for Humor

<http://www.youtube.com/watch?v=8LePf4JkHnw>

The Price – Alexandra Sokoloff – Platinum Mini Teaser – Horror

<http://www.youtube.com/watch?v=BCqXMI-e-nY>

The Irish Devil – Diane Whiteside – Level 2 Mini Teaser – Historical

<http://www.youtube.com/watch?v=2DnjFaD27Ro>

Sugar Daddy – Lisa Kleypas – Level 2 Mini Teaser – Contemporary

<http://www.youtube.com/watch?v=7SuNH4wWSb4>

Thigh High – Christina Dodd – Level 1 Mini Teaser – Romance

<http://www.youtube.com/watch?v=HRQOKNVRw7U>

All right, now here's the question:

Do you remember the author's name who wrote the book featured in the trailer or teaser that you watched – and the title of the book?

If you can remember those two things, the book trailer® was effective. If the trailer makes you curious about the book, it was doubly effective.

Just by planting the author's name or the title in your head – and setting the images in the video into your mind – the book trailer® makes it more likely you will notice the book the next time you're in the bookstore.

That's all well and good, you might say, but you'd never pick up that book – if it's not the type of thing you read.

On the other hand, imagine you are a fan of the writer in question.

This video would get your imagination going – and you would be on the look-out for this book.

Next, imagine if you were a fan of the genre that the video is aimed at – but had never heard of this author or book before. After watching it, you'd have a new name to look for when you went to the bookstore.

The book trailers® work in two ways: both as an entertaining way to present the world of the book, and in a subliminal way that is hard to notice until you're in a bookstore and see the book cover that you know you're familiar with – but are not sure why.

Understanding Basic Terms

To help ensure that we're all on the same page, using the same terminology, I want to spend a little time defining some terms.

Marketing, Promotion, Publicity, and Advertising

These terms all mean something different.

Marketing

1 a: the act or process of selling or purchasing in a [market](#) b: the process or technique of promoting, selling, and distributing a product or service

2: an aggregate of functions involved in moving goods from producer to consumer

Promotion

1: the act or fact of being raised in position or rank : [preferment](#)

2: the act of furthering the growth or development of something; *especially* : the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting

Publicity

1: the quality or state of being [public](#)

2 a: an act or device designed to attract [public](#) interest; *specifically* : information with news value issued as a means of gaining [public](#) attention or

support; b: the dissemination of information or promotional material; c : paid advertising; d: [public](#) attention or acclaim

Advertising

1 : the action of calling something to the attention of the public, especially by paid announcements

2 : [advertisements](#) <the magazine contains much *advertising*>

3 : the business of preparing [advertisements](#) for publication or broadcast

Definitions reprinted with permission from www.m-w.com Merriam-Webster Online

You can see how closely these concepts fit, like a puzzle, but they are not all the same thing.

Marketing encompasses promotion, publicity, and advertising. It aggregates those things, and brings them together as a marketing campaign.

Promotion furthers the sale of merchandise (i.e., your book). Your book video is a promotional tool within your marketing strategy, created to gain publicity as well as sales.

Book Trailers® – The Past, Present, and Future An Overview



Michael Miller of COSProductions.com shooting a book trailer® in California

One of the questions I get asked the most is, “How did you come up with the idea of book trailers®?”

I’ll try to keep this brief.

Back in 2002 I was trying to get my own book published. I knew nothing about the industry and, admittedly, nothing about the craft. What in the world is “head hopping”?!! Wow! Was I green back then! LOL

I realized that I needed to do something special to make my book stand out. There are so many aspiring authors and many talented, established authors – how would my story ever get enough attention?

I thought, if movie trailers help advertise movies, then why not “book trailers®” for books? I went and Googled the term “book trailer®” and there was nothing there. Zero. Zip. Nada.

My favorite author is Christine Feehan. I realized that she lived in the same area where I was brought up. I sent her an email asking to meet her when I went to an RT Convention in Reno. She agreed.

I pitched my idea of book trailers® to her and she was very enthusiastic about the idea.

Christine is great at marketing, and she knew this innovative idea would take off. She agreed to let the newly formed Circle of Seven Productions (Circle of Seven was named for my unpublished book) do a book trailer® for her book *Dark Symphony*.

In 2002 we shot the trailer for *Dark Symphony*, starring cover model Peter DiCicco and Christine's daughter Domini Stottsberry. We put the trailer on a DVD with some behind-the-scenes video, then started making our rounds to booksellers and publishers.

I can honestly say that at no point did anyone I met with say they had even heard of the term. It took a lot of time, effort, and money just to get people to understand what a book trailer® was. During that time I applied for a trademark for the term, and my very knowledgeable attorneys were able to get that trademark for me.

Borders Group was the first to agree to put the book trailer® up on their site. They got a wonderful reaction from the video, and we've been submitting video to Borders ever since.

In 2004 we started putting book video on television and in movie theaters. In 2004 there were 334 movie theaters that took digital video; in 2006 that number went up to 2,996.

Again, COS kept on top of emerging technologies and could see digital in movie theaters as a great venue. Then, in 2006 the online video revolution happened, and all of a sudden we had lots of distribution possibilities and lots of competition.

A few people contacted me to say that they had a book trailer® before *Dark Symphony*. A thorough search looking for such video hadn't materialized back in 2002, and we still hold the trademark to the term.

The fact is, even if ours was not the first book video ever made, we most certainly created the market for book video. And those people who told us that book video would never work, or claimed that it was a stupid idea, have all jumped on the book video bandwagon now.

In all fairness, there weren't a lot of distribution venues at that time. Now there are hundreds of places that a book video can play. The evolution of the book video market was inevitable.

COS Productions just happened to be out front pushing the idea when it all clicked into place.

By that time we had won the first Telly Award for a book trailer®, and had put them on television and in movie theaters. Now, we'll be the first to do out-of-home advertising using book video.

In the beginning it was all about making people understand what a book trailer® was.

Then it was about finding better utilization, then distribution.

Now, book trailers® have evolved beyond that and can even be used as a measurement of marketing. We've come a long way, baby!

Where Can You Put a Book Trailer®?

Circle of Seven Productions monitors and maintains more than 200 online social sites perfect for book trailers®.



We're always on the lookout for new ones – the Internet is expanding, and the social networking sites love video.

Digital Video Products

Book Trailers®
Book Videos
Book Commercials/Ads
Viral Videos
Author Interviews
Video Book Reviews
Vlogs
Video Comments
Video News

There's a lot you can be doing with digital video. You don't have to hire a professional to have many of these tools. Some of these products actually do better if they look homemade, such as video book reviews and video comments.

Book Trailers® – Technically, a book trailer® is an acted-out dramatization of a book synopsis. If you look at the trademark on this term you'll note that the term's description is very specific. Like the term "aspirin," which was once a product name, this term has been so widely used by the public that its original definition is sometimes lost. Many people use the term book trailer® for book video.

Book trailers® use scenes from the book with live actors. These are primarily professionally made, and involve full production crews.

Book Videos – This is the most generic term for a book shown in a visual manner, whether it is digital or film. The term "book video" can be used to describe any type of visual synopsis for a book.

Book Commercials/Ads – These are book videos that are made with the idea that they will play on television, movie theaters or out-of-home advertising venues. These must be formatted for television in order to be acceptable. Local and regional placement is often more forgiving of low quality, whereas national venues have higher standards and may reject your video. COS Production has never had a commercial rejected for any reason.

Keep in mind that designing your book video as an ad may keep it from being accepted as “content” on many upload sites. That doesn’t necessarily mean that it can’t go viral. Many TV commercials do go viral, though some online destinations won’t take ads or won’t feature them.

Viral Videos – These are videos that are meant to go online and be passed around. Popular themes for viral videos are comedy, special effects, celebrities, or something inventive and unusual such as “Will that blend?” Many book videos are simply announcements about the book. These are not going to go viral unless you’ve made yourself something really funny or very original. I see a lot of book videos that get thousands of hits but they aren’t *quality* hits. If you put nudity on your video people will watch it. They won’t necessarily buy the book, though. Using sex to get hits can get some quick attention, but it isn’t necessarily an effective way to get people to make a purchase.

Author Interviews – This is a great way to connect with readers. It lets an author tell the behind-the-scenes story of the book. There are several ways to do an author interview. Some videos have just the author talking, and some have another person actually in the video asking the author questions. The way the author interview is displayed should reflect the author’s personality or the book’s theme. Is the book light-hearted? Is it non-fiction and very serious? The look of the interview, and what gets played as b-roll (“b-roll” is video that plays during an interview, like a sidebar), should all match the book’s content. It is also important to keep the interview entertaining.

Video Book Reviews – Neither the author nor the publisher should submit a video book review for their own book. You must have someone else review your book. You can have a friend do it with their webcam if you like. There are places that will take video book reviews that won’t take book videos, or that charge for book video placement. There are certain online sites where video book reviews do very well, such as MetaCafe. Reviewers can also upload their video book reviews to CurrentTV or Amazon.com. Video book reviews are like old fashioned word-of-mouth. They often can be the reason someone takes that next step from video viewing to book purchasing.

Vlogs – This is an under-utilized tool that can be fun! A Vlog is a video blog. The author can talk directly to readers. Have readers send in questions, allowing you to use their names in your answer as you video tape yourself with a webcam or Flip. You can see an example here:

<http://booktrailers.blogspot.com/2007/12/day-4-predatory-game-christines-blog.html#links>

Authors can tell readers where they are during the writing process. It's like a blog diary through video. It's a great way to be more personal with readers. You can put the vlog on your blog, your website, and/or your social network site.

Video Comments – Your book video can actually be left as a video comment. Make sure that your video is relevant to the topic.

Some places such as YouTube let you leave a video comment as opposed to text. If your video is relevant you can post that. If you're unsure, then record yourself on your webcam or camcorder, talk about the topic, and casually mention that you're an author. You can say something witty or profound, upload your comment to some of the most popular videos on YouTube, and people will come and check out your profile page. Again, be relevant to the topic at hand. If you're engaging, people will want to know more about you.

Video News – You can submit your video to many online news sites. You just need to have a written article or press release to go with it. Don't forget Digg and Technorati, Newsvine and StumbleUpon! Those are all great sites to post to!

Services for digital products – When you should and shouldn't promote yourself

There are times in which you have to be pro-active. You need to create a marketing strategy that fits your budget and your goals. You have to commit to a certain amount of time in order to promote yourself and your books.

Many publishers are on a shoestring budget when it comes to marketing and promotions. It is up to you to be your greatest advocate. Either do your own promotions or hire someone to do it for you.

Even if you do have the time, money, and knowledge to do promotions, there are some that you should not do yourself. It's a matter of etiquette. Video book reviews cannot be done by the author. You can't review your own book. Your publisher can't review it for you, either.

It's best if you can find a critique partner, fellow author, or a fan to do the review for you. You can have them upload it and send it to you for you to distribute, or have them distribute it if they are willing.

In order to put it up on Amazon.com they need to have an active account and they will need to upload it themselves using their own account. You can certainly ask them to upload it to YouTube and/or MySpace so that you can embed it to your own site if you like.

Video news can be submitted by you, but not if you're hard-selling your book. People will hear "buy my book" too often, and you could come across as desperate, despite how upbeat and fun your video may be.

You can do a video news release talking about the subject matter of your book, or what it's like to be an author. Mention the book in passing and definitely mention your website.

You can blog about your really cool book video without coming across as selling your book. You aren't saying "buy my book," the video is saying it

for you. Instead you're saying, "Check out my video!" It's more of a "soft sell."

IMHO – Anytime you come across as desperate to sell your book, it devalues the book.

Who is our target audience? Readers defined

There are different categories of readers. This is important to understand, since you need to know who your target audience is when you create promotions, do advertising, and determine your marketing strategy.

Check out the blog by Robin Mizell where she interviews me and we talk about Traditional vs. Non-Traditional readers:

<http://robinmizell.wordpress.com/2007/11/06/interview-part-2-sheila-clover-english-circle-of-seven-productions/>

The categories of readers that we're going to look at are:

1. *Traditional Readers* – Those who love books and read consistently throughout their lifetime.
2. *Non-Traditional Readers* – Those who usually choose T.V., movies, video games, or music as their main form of entertainment. These readers will read when they have to (i.e., when required by school or work). They may read newspapers or magazines, but books are not their chosen form of entertainment.
3. *Occasional Readers* – Books aren't their main form of entertainment. They will read if a book is popular enough to hear about it in the news or on T.V. talk shows. If they love the movie, they may read the book. These people realize that reading can be recreational, but they only read occasionally.

Traditional Readers

Traditional readers are the ones most likely to use the back cover blurb, an excerpt, or reviews to choose a book. They are established readers. They don't need a video to get them to pick up a book. However, many will watch videos to learn what's coming up. To them, some videos are really just announcements that the book is out.

Digitally Speaking – Regular **book video** such as book trailers® are great announcements to let readers know that your book is coming and when it will be out. It's a wonderful gift for loyal fans, who get excited to see a sneak peek into the story.

Traditional readers make up our largest fan base on both YouTube and MySpace. They have grown accustomed to book video as a quick way of finding out about a storyline.

As time progresses and the digital medium becomes more widely accepted by traditional readers, book video will become as important as back cover copy. With that in mind it is imperative that, when making book video for traditional readers, you get your storyline across quickly.

Know that the hook is in your story and make sure you get that across.

They don't care where your character came from unless it's part of the hook. They don't want to know about the characters' personality traits unless those traits are what's going to make them buy the book. They want to know the conflict. They want to see the release date. They need to have the author's URL at the end of the video.

These are elements that must be in place if you're creating a book video meant to promote to this category of reader.

Traditional readers are often looking to connect with an author or are interested in the personality of an author. These individuals are likely to want to watch **author interviews**.

They want to know what went into the creation of a book. They want some back story. They want to see for themselves that the author is knowledgeable and/or personable.

Don't forget that they also want to be entertained. Just showing the author speaking at a bookstore isn't going to intrigue them unless they already love

the author, or the material is interesting enough that they have a burning need to know about it. Adding in some stock footage, footage of the author doing something interesting or fun, etc., is a great way to spice up an author interview and keep it from being a lecture.

Some author interviews look contrived and actually come across as infomercials. Two author interviews that I think are very compelling are Stuart Ellison's *Dear Mom, Dad and Ethel* interview:

http://www.metacafe.com/watch/689215/dear_mom_dad_ethel_full_version

And an interview done by Romance Novel TV on J.R. Ward:

<http://link.brightcove.com/services/link/bcpid717209145/bclid428947817/bctid626936613>

Author interviews are a great opportunity for the author to connect to readers on a personal level. If you can't tour around the country, author interview videos are a great compromise. It is also an opportunity to give some behind-the-scenes information about a book.

People don't know how much research an author did, or that a scene in the book came from a real-life experience. They don't know that the author's husband really is a Navy Seal or NYC homicide detective. This kind of information can let a reader know that they are getting a more detailed or intimate story.

Authors doing interviews for the purpose of promoting themselves or their book should think about what they want to get across to readers of all categories. *Some items to discuss during an interview are:*

Research. Most authors do some amount of research. If you do, you should say so. This appeals to readers who want a book that is intelligently researched where they know that some of what they read is real. It also shows that the author has worked hard to give a well-thought-out tale.

Life experiences. If the author has had life experiences that affected the story, whether it be a scene that reflects something that has really happened to the author, or an experience that would give the author special insight on a topic, the author should mention it during the interview.

Struggle. People like to know that the author worked very hard on a book. People are investing their time, which is very precious these days – and their hearts, since most readers become very attached to characters as they enter their world and invest in their plight.

Humor. There's nothing more endearing than a sense of humor. Laughing at yourself makes you seem more approachable. However, I would suggest being cautious about the kind of humor you use. Vulgar language, jokes about inappropriate topics (i.e. religion, race, sexual orientation), or revealing things that are too personal, may make the viewer feel uneasy. You want people to *want to meet you in real life* by the end of the interview.

Behind the scenes. People want to hear something from you that they may not already know, or that they couldn't find out elsewhere. "Where do you get your ideas for stories?" is a very popular question from readers. You might talk about where you got your inspiration for the story or a character, or explain why you chose a certain location for the book.

Personality. This is very important. Readers want to like you. Be humble. You can say you're great by referring to a favorite review or saying something like "I like to think I'm good at writing this genre." But if you're pompous, you come across as ungrateful.

Readers invest in your stories, and your stories come from inside you. If they like you, they are more likely to give your book a try. If they don't like you, it will be very hard to get them to pick up a book. Be genuine. Be gracious. Be courteous. Be thoughtful.

Traditional readers will read book reviews and find out about a good book through word of mouth. **Video book reviews** are a great way to reach traditional readers. There are a couple of approaches one can take with video book reviews.

As I mentioned earlier, the author or publisher should never do a video book review of their own work. Online etiquette forbids it, and companies like Amazon.com won't allow it. You might choose to have someone professional review your book and do a very professional-looking review to put online. Or, you can have a friend use a webcam and make it more personal. There are pros and cons to either method.

The professional video book review may look cleaner and clearer, with better quality. This could be what you want for your type of book. If you write non-fiction you may want someone who comes across as more professional-looking. However, you want to make sure the review doesn't seem like an advertisement, or it won't be picked up by online sites like Amazon.com or Current TV.

The personal video book review is more personal. Readers want to hear from other readers (word of mouth promotion) about a book. In this age of social media and electronic word of mouth, this is the more popular and effective method.

You can check out more video book reviews here:

<http://www.youtube.com/profile?user=videobookreviews>

All of these reviews have been accepted on Amazon.com and Current TV – and of course they also play on YouTube and Reader's Entertainment TV.

Non-Traditional Readers

Non-traditional readers are those who usually watch TV, go to the movies, play video games and spend far too much time downloading to their iPod. You have to really reel them in to get them to pick up a book.

Many people in this category are fresh out of school. They have had books assigned to them and had to read those books whether they liked to or not. Books were resources and assignments, they were not pleasure and entertainment.

IMHO – This is where YA books are important. They reach out to a younger audience in a way that interests them, with topics that interest them. In order to grow the entire publishing industry, we need to gain more readers.

Books that appeal to non-traditional readers should be given promotional tools that appeal to that age group.

They may be YA readers today, but if we convince them that reading is a form of entertainment on an equal level to any other entertainment, they will grow to appreciate other genres.

Digitally Speaking – These people have either been turned off of reading through forced reading (school assignments) or reading as work, or they have been lured away by the excitement of visual entertainment such as movies and video games. There are other reasons why people may have drifted away from reading: lack of time, bad experience with a story or author, etc.

This category of reader is less likely to be moved by an author interview. To be interested in watching an author interview, they need to have an interest in the story or material being discussed, or the author must have celebrity status or must have been in the news.

Potential Readers

Potential readers are those who like books, who consider books a form of entertainment, but have, for various reasons, gotten away from reading as entertainment.

The difference between a non-traditional reader and a potential reader is that a potential reader is consciously aware that there is entertainment and enjoyment in reading.

Non-traditional readers are more interested in other forms of entertainment, and may even be assertive in their dislike of reading for pleasure.

Potential readers need to be reminded of how enjoyable books are. They need to be introduced to a story that interests them, and which pushes them forward into purchasing the book.

Where non-traditional readers need to be convinced that reading is a source of entertainment, potential readers just need to find out about a book that will interest them. They don't actively seek books, but they are open to buying them if the story is something they want to read.

It is this group that needs to be nurtured by the publishing industry.

Where do you find potential readers? What are they doing? How do we get them to pick up a book...or two?

IMHO – Potential readers aren't actively seeking books, but they are open to reading under the right circumstances. These people make time for things they are interested in and are likely to have a variety of hobbies, or one hobby that they spend a great deal of time on. When these people are online they are researching WebMd, for example, or finding more information about their hobbies. They have a reason to be on the Internet; they aren't just spending their day there.

This is where micro-markets are important.

People who frequent a very specific type of social network or group are likely spending less time there, but are very engaged. They like forums where they can discuss their hobbies or ask questions. They will surf around the net looking for things that specifically interest them.

That is where tags and descriptions are important.

And, that is where being present in those micro-markets becomes important.

CASE STUDY – COS did a book video where the book was a romance about treasure hunters.

We researched what movies would be coming out around the time of the book's release so we could use tags and descriptive words that would tie-in to the popularity of a major motion picture. This strategy allows us to piggyback onto a popular movie trailer.

Pirates of the Caribbean was coming out around that time and that was a perfect tie-in for the book video. People interested in treasure hunting or those who love that theme would go see the movie and then what? Offering a book with a similar theme allows people to continue being entertained by that theme.

There's nothing wrong with looking up a popular online video that shares a similar storyline and seeing what tags they used for their video. Any of those tags that honestly apply to your own book/book video can be used. You can't copyright tags. At least not yet!

It is also good to appeal to potential readers at the right time. This is where Out-Of-Home Advertising can work well. Out-Of-Home Advertising consists of digital screens that allow video to play in public places.

You've seen them. They're in the mall, the airport, the taxi. There are many opportunities available for this venue. You have to think about where people will:

A. Be able to impulse buy.

B. Have time or need for a book.

Digitally Speaking – Since “smart screens” are now available in malls, you can show your video right outside of a bookstore. People are already in the mood to shop, and the bookstore is right there. There are other such “impulse buy” opportunities with this type of advertising. And, it is often surprisingly inexpensive.

Of course, you do need to know how to format for the different size screens in order to have a quality look to your video.

Ask yourself, when do you find yourself **needing** a book?

These are places where you should be advertising. Long rides on a plane, in a car, on the subway, in a train. Many people still prefer to read on a long trip, as opposed to lugging around a DVD/TV player. What about hospital visits? Hotel stays? These are all places which out-of-home advertising can reach.

Potential readers *can* be reached.

You need to look at micro-markets online such as blackplanet.com or collegehumor.com or any of the over 250 online social networks out there. You need to reach them at the right time and in the right place. These are the people that book video can reach, because they are looking for something specific.

If these people click on your book video because they were searching for a certain topic, they are more likely to purchase that book than a non-traditional reader surfing the net would be.

Who Sells books?

Authors, Booksellers, Publishers & Others



Actor in scene with "green screen" backdrop, then with CGI moon effect.

Who sells books? We're going to look at two distinct ways of selling books: Direct and Indirect.

Direct: Booksellers are #1 on the list of direct sales for books. Whether it is an independent bookseller, chain store, or online bookseller, the main function of booksellers is to sell books.

Publishers will sell books directly from the publishing site. And often authors will sell their books on their own site as well.

Indirect: Though many specialty sites will have a "buy" button on their site they are not necessarily making a profit off of selling books. There are some

sites who do have some kind of associate or affiliate agreement and get a percentage of sales, but the site's main function is not to sell books. These are specialty sites, often genre specific. Many of these are book review sites that help sell books through their reviews.

Reader destination sites such as Romance Novel TV, Reader's Entertainment TV, or The Book Reporter all help to sell books. These sites are for entertainment and provide information to readers.

It is always a good idea to know the specialty sites or reader destination sites that can help your genre of book. Join up, and learn what is being said to readers to entice them to buy books.

Authors are often busy trying to put forth communication, but they often miss an important part of communication, which is listening.

What are readers saying? Do you go to the Amazon.com forums and see what's being said? Do you participate in blogs where readers can speak freely about their likes and dislikes? You can get a great deal of online word-of-mouth from these sites and blogs.

Digitally Speaking – You want your book video to be seen by readers. There are many books out there, and readers may not know about yours. Obviously getting your book video played in a bookstore or on a bookstore site is very desirable. Often, though, booksellers go through the publishers, so you need to make your publisher aware that you have a book video.

Many of the genre-specific sites will take book video as content and some charge a small fee to put your video up. These genre-specific sites are great for readers and for authors. You can be more target specific. Many of the sites taking videos as content also sell ad space around the videos. Book videos are perceived, for the most part, as content not ads. Yes, they're ads, but then again so are music videos.

Try to find out if you can guest blog and include your video on a genre-specific blog. Often these sites are looking for someone to guest blog, and you'll never know unless you ask.

Who is the competition?

It's hard not to see another author as competition. There are only so many top spots on the *NY Times* and *USA Today* lists, and everyone wants to be there. You can only do so much competing with another author. You can write the best book you can. You can invest in publicity, create a marketing plan, and have the coolest promotions.

At the end of the day, though, it comes down to who the public thinks has the best stories, told in the best voice. The bottom line is, you're limited in what you can do outside of writing a great story.

Authors are constantly watching to see what other authors are doing with promotions. Publishing houses do much of the same. We all want to use something that works.

We need to look beyond the scope of our latest book, beyond the current popular author or even our own industry. Our competition is television, movies, music, and video games. Our competition is with other entertainment industries.

“The burning issue affecting all sectors of the entertainment and media industry is maintaining control of content and audiences while taking advantage of myriad new electronic delivery venues. Competition in the entertainment sector is fierce.” – Plunkett Research Ltd. **Introduction to the Entertainment & Media Industry**

<http://www.plunkettresearch.com/Industries/EntertainmentMedia/EntertainmentMediaTrends/tabid/228/Default.aspx>

Here's the great thing about books and book video:

They're easily mobile.

Books themselves can be taken anywhere. You don't need to plug them in, unless of course you've got an eReader of some kind. A good old fashioned book is not dependent on electricity. If the lights go out, light a candle. Books fit easily into most purses or backpacks. Here is one of the most convenient pieces of entertainment around. Entertainment that fits YOUR schedule.

These are all messages that need to be put out into the public.

Where are those commercials? Who is going to pay for them? Who would benefit most from them? Now is the time for organizations like the AAP to step up and spearhead this kind of advertising.

COS Productions has several scripts for videos that would promote reading overall to the public.

What's needed now is someone, some organization, to supply the funds to create these videos and get them out to the public. Music sales are down and television has taken a big hit due to the writer's strike.

Books stand to gain great momentum in the entertainment world if the industry itself would rally with a sense of urgency.

Effective Book Video



Another CGI effect, from an actress with a snake in front of a green screen, to the Lady of Serpents on the throne of her ancient temple.

Your book video is a tool. It's like any other tool – it needs to be used correctly in order for it to work. These elements need to be in place for your book video to be the most effective tool it can be:

1. Well-produced, entertaining video
2. Formatted correctly for placement/distribution
3. Distributed correctly
4. Monitored to establish effectiveness

Producing a quality, entertaining video is just part of the overall process. COS Productions uses a beta testing system that allows for reviewers to rate our videos. We start the survey off by asking, “What is this book about?” There are several questions of that nature that give us insight into how well we’re doing. “Well-produced” means getting your idea across effectively, just as much as it means having an aesthetically pleasing video. I’ve watched many videos that last three or four minutes and I’m never really sure what the book is about. I know there’s a lot of naked people in it though! LOL

Before you start creating your video, you need to know what you’re going to do with it. What do you want it to do for you? Have goals in mind, so that you can better determine whether or not your book video was successful.

I’ve seen a lot of posts detailing how a book video should be made. Some of those are good, and some of them are not. If you consider someone’s advice about how to make your video, you first need to watch some of the videos that person has made.

Here are some instructions and tips for those of you who want to make your own video:

1. Set your goal. What do you hope to accomplish with this video? Be realistic in your goal. “Sell a million books” is NOT realistic. “Get my name out there for people to see” is a realistic goal. “Have my book video picked up by a bookseller” is a realistic goal.
2. Ask yourself where this video will play. If it is for online use only, you don’t have to be too exact in the length of the video. You don’t have to worry about formatting to fit a specific screen.

If you do plan on showing your video on a television screen, you need to think ahead and format it to fit. If you plan on putting it on a movie screen, you need to be using the highest quality pictures or stock footage. What looks good on your computer screen might not look so great on a 40-foot movie screen.

3. Write your text for the video. Don’t make it too long. Don’t use your back cover copy. You want to entice the viewer to find out more. If you use

the back cover copy, you've taken away another enticement that you could give a potential reader. Determine the conflict of the characters and of the story.

Don't give away any secrets! Nothing irritates me more than to see a book video that tells the ending of the book. Thanks! I don't need to buy that book now.

4. Once you write the text, have someone critique it. After they read it, do they know what the book is about? Ask them to tell you what the book is about just from the text. Remember that the visuals can tell part of the story, too. If they get most of it, you're doing okay. Just fill in the blanks with whatever visuals you choose.

5. Choose the visuals for the video. This can be stock photos, stock footage, black screen, motionloops, etc. Don't have so many pictures that people spend their time trying to figure out what the pictures are, and they miss the text. On the other hand, don't put so much text on the screen that people can't see the image behind it. And, if you do have a lot of text on the screen, please leave it up there long enough for slower readers to read it all.

6. Sound effects and music. There are a lot of great places to find royalty-free sound effects and music. www.shockwave-sound.com is a perfect place to find those things at a reasonable rate.

Be sure you read the license agreement and follow that. I have heard popular music used in book video. There's even a company out there that used some popular music without permission on a book video they created for an author, so please be careful.

I have done cost analysis for popular music and can say with some authority that most people won't pay that much to include popular music. It would, most likely, cost more than what you pay to have the entire video made.

You do want to spend a little extra time working on the audio for your book video. The music should reflect the kind of video it is. Here is a great example of the proper use of music for a book video:

<http://www.youtube.com/watch?v=k1dnOyb47K0>

7. You've assembled your text, visuals, sound effects (if you want them) and music. Now you need to put them on the timeline and create your masterpiece! Be careful to have your font size large enough to read. And the font doesn't have to be fancy. It has to be readable.

8. Transitions. Transitions are where you fade from one picture to the next. People get pretty creative with transitions. Please don't. It's a sure sign of an amateur. If you want to do something other than a simple fade in- fade out, please keep it simple and don't do it too often.

The same goes with making your words do special little tricks. Your words don't need to dance, unless dancing words is part of how you get your story across. If your story is about dancing, then maybe I could see it.

If you just have to make the words do something exciting, please keep it simple and don't do it too often.

9. Appropriateness. If you're going to play your video in any public arena please give some thought to the pictures you choose to put in your video. And give some thought as to the content of your text as well.

I'm all for Freedom of Speech. I am also all for having some class. If you want me to NEVER pick up your book or recommend it, then by all means, play your nearly-X-rated video in front of my 6-year-old daughter. Give some thought as to where you want to play your video.

10. Formatting. If you're looking for quality then I would format to mov (Quicktime). Those files are larger and take longer to upload. If you're looking for quick and easy then format to wmv (Windows Media). The wmv files are fine, but blown up big on the computer screen, it starts to look pixilated. If you're going straight to flash that's great, though some sites can't upload flash.

11. Distribution. Send it everywhere. Why not? You've got nothing to lose but a little of your time. Think about what your initial goal was for the video. Where do you need to distribute this video in order to attain your goal?

COS Productions deals with over 250 online social media sites. We subscribe to The Long Tail theory and are always looking for new distribution sites to upload our videos.

We are not indiscriminate. We have a fulltime staff that reviews each site. We know what kind of people go to the site, and what kind of videos do well there. We look for booksellers and reading groups. We identify what genres do best on any given site.

You can do that too, if you have the time and inclination. Look for readers' groups on social sites. Gather and Bebo are both really great sites for authors to post their videos on.

On Bebo they have a place where you can actually highlight your book!

Don't just put it on the top 10 sites. Do some research and put it somewhere that is more likely to hit your target audience.

Last, but certainly not least, you need to monitor the effectiveness of your video.

Take a look at your stated goal, determine how long the video needs to be out before you know if your goal was met, then follow up. You want to go full circle with any promotional tool that you invest your time or money in.

COS clients get a list of where their video was placed, and now they get a list of views on the top sites we post on. This gives them a snapshot view of how well their video did.

We also have the capability to gain demographics and geographic information about the viewers of the video. As we monitor the progress of each uploaded video, it gives us a chance to go in and change tags or descriptions if the video isn't getting the number of views we feel it should be getting.

Views are not the definitive answer as to how well your video did. It is one aspect you take into consideration. Clicks are not more important than engagement. I have created a rating system that gives weight to different actions taken with a video. You can use this rating system to determine how well the video did.

This system is not based on any pre-existing rating systems, nor is it based on a scientific or mathematical formula. I created the system from a standpoint of engagement. When someone takes an action when they are not required to do so, you have moved forward in engaging that viewer.

If the video is picked up by a company you get more points for that, since the video was taken as content.

CLOVER-ENGLISH VIDEO PERFORMANCE RATING SYSTEM

Video View = 1 point per view

Video Comment = You get 2 points because there is a comment. Then you get 1 point for every word written.

Video Rating = 1 point. It does NOT matter if they rated it good or bad, you still get the point.

Video Download = 5 points per download. This applies to downloading to desktop, iPod or similar device, mobile phone, PDA, etc.

Video Link = 2 points per link. This is the URL only.

Video Embed = 5 points per video embed. If someone puts your entire video on display on their site, you get 5 points. Don't forget to read any comments from blogs about your video, because those count as "video comments"!

Video Mash-up = 5 points. It doesn't matter if the mash up is flattering or not. Someone went to a lot of trouble to create something from your video.

Video News Sites = 3 points if they simply send your video to a site such as Digg or Technorati; 5 points if they comment or write an article along with the

posted video.

Video Media Pick Up = 5 points if the media pick up your video and write about it. This includes industry news, and local, regional or national news.

Video Specialty Site Pick Up = If you have an industry site or specialty site request your video to display, that gets 10 points. For example, Borders or Barnes&Noble are industry sites. They must REQUEST it or pick it up themselves to display, you cannot offer it to them. These are NON-news sites. If you offer them the video and they take it you get half points: 5 points if you offer it, as opposed to 10 points if they request it or take it themselves.

Broadband vs. Broadcast – Digital is still the answer

BROADCAST

Pros

There's something good to be said for different marketing endeavors. Companies spend millions of dollars every year for television broadcast advertising. Why? Broadcast advertising on television takes their ads into the homes of hundreds of thousands, or even millions, of people. The sheer number of potential viewers makes television advertising desirable.

You can do national advertising to get in the greatest number of viewers, or you can go regionally or even locally to be more target specific. There are choices in how you utilize television advertising. You just need to know what your market can bear, who your target audience is, and what your budget can get you.

Television advertising has historically been the king player of advertising and where most advertisers spent the majority of their promotional dollars. It is still an effective way to advertise, but advertising has evolved, and the rules of yester-year don't necessarily apply now.

Cons

TiVo and DVRs are the downfall of television advertising as it once was. Commercials were presented to viewers, and unless you left the room, you were subjected to them. Not anymore. Now you can fast forward through those pesky commercials, and many people do just that.

Only the big boys could afford to pay for television media spots and have their commercials play on TV. Even now, national commercials are very cost-prohibitive, unless you have a huge marketing budget.

You have no way of knowing how many of those potential viewers actually viewed your commercial, whether you played it nationally, regionally or locally. If sales spiked in a region in which your commercial played, one could attribute that increase in sales to the television campaign.

National commercials are harder to pinpoint ROI (Return on Investment). Most companies paying the big bucks for a national television campaign are also putting ads in magazines, newspapers, online, and on the radio. Which of these elements is causing an increase (if any) in sales? How do you know that you're getting what you paid for?

BROADBAND

Pros

Utilizing the Internet to advertise a product or service has taken a large percentage of marketing dollars. As more and more people turn to the Internet for entertainment and information, advertisers follow.

There are two main ways to advertise on the Internet. There's direct advertising, in which you create a commercial, banner, or static ad, and then pay for placement of that ad.

Then there is indirect advertising, where viral videos are king, but you can also use blogs, online groups/clubs, social networks, and even user-generated news sites. You need to know ahead of time which advertising, direct or indirect, that you want to use for a campaign.

Once you determine what kind of advertising you'll do, you need your creative (creative is your promotional item) and a plan. Where will you distribute your creative? How will you track its effectiveness?

You can track the effectiveness of either a direct or indirect campaign. If you're paying for placement of an ad, you should be given a stats report from whomever you placed the ad with.

For example, when I place an ad with *USA Today* online, they follow up by telling me how many people clicked on the ad. Since the ad is sent out via

email, I'm also told how many people actually opened the email. Whether or not someone clicked on the ad, I know how many eyes saw it.

For indirect ad placement on social sites or with viral video, you can see how many people engaged with your ad. If your ad was a blog, you can see how many people read it or commented on it. If it is a viral video, you can see how many people watched it, commented on it, or shared it.

Another good thing about indirect online advertising is that it stays around longer than other types of advertising. If your product or service has any time constraints, however, then indirect advertising may not be for you. If you have a book coming out that will be on the shelves for a while, then indirect advertising is great!

Compared to a print ad that will be gone in a month or even a day, your online ad will be around for a year or more on whatever social sites you put it on.

Cons

There still seems to be a learning curve in how to best utilize broadband for advertising. Privacy issues are now at the forefront of the news as MySpace offers to place ads on MySpace pages according to what that MySpace user watches, blogs about, or highlights on their MySpace page.

MySpace is accumulating data about how users are using their MySpace site, then offering advertising placement according to that usage. The Internet has been historically a place where people can come and search for what they want, say what they want, and do what they want without worrying about privacy issues.

It's also difficult to predict what materials surround a broadband advertisement. When ads are put on social sites the company placing the ad there can't be assured that their ad won't be placed next to an undesirable video: for example, something that might go against their brand.

People on social sites sometimes lie about their demographic information. Often you can't rely on demographic information to target specific markets, and you must use other methods to ferret out what these users really want.

MySpace can monitor behaviors of viewers instead of giving out demographic information. Amazon does the same thing by monitoring behaviors and then sending ads to viewers according to what they last purchased, searched for, or clicked on.

DIFFERENCES TO BE AWARE OF

You can't really look at broadcast and broadband advertising in the same way. Broadcast advertising takes into account impressions, the number of people who may potentially see the commercial.

Magazines and newspapers also use this method. Here you're really doing a greater outreach to a very diverse group of people. You're playing the odds. Of one million people who see this commercial, how many will buy the product or service because they saw it on TV?

If you're looking to build a brand, then multiple ads throughout the year to the most people possible is the way to go. But that's going to cost. Of course, you get what you pay for most of the time.

Broadband is more about engagement. How long did the user stay on your site? Did they watch the entire video? Did they comment or send it to a friend? Did they blog about it or put the video on their own site or blog? Broadband is about building and strengthening relationships, whereas broadcast is more about building popularity through sheer numbers.

SYMBIOTIC ADVERTISING

Can you have the best of both worlds?

Absolutely!

The great thing about the growing popularity of online advertising is that it has caused the cost of broadcast advertising to go down. That, and new technology that allows for digital commercials to be made that meet broadcast quality, has removed a lot of boundaries to television advertising.

For \$1,500 (as of early 2008 – rates are always subject to change) we can get a 30 second commercial played on Lifetime, A & E and The SciFi Channel about 200 times throughout the week. Since we specialize in books, we only suggest advertising that first week the book is out, if you're looking to make one of the bestseller lists.

If you're looking to brand yourself, you can stretch out your advertising calendar. Again, it goes back to knowing what you want before you get started.

We always put the client's URL on the end of their commercial. We want people to see that website address. We go for the bigger numbers (popularity) via broadcast advertising, then go for strengthening that relationship by getting those people to the web.

It's a well-known fact that the more someone sees your commercial or the cover of your book, the more likely it is that they will retain that information.

People are seeing the book on television, then seeing it when they log in to MySpace or visit their favorite online site. The great thing about the online component is that the person is sitting there at their computer, where they can easily impulse buy. If they see it on TV they may recall it when they walk into the bookstore and see the book in a display or on the shelf. You're getting the best of both worlds now.

You can go a step further and include a press release online, either paid for like PR Web or TransWorld News, or user-generated such as Gather.com or Newsvine.com. The people looking for online news may be different from those watching TV or visiting social sites.

Your broadband advertising can reach out to a lot of people who are actually looking for what you're talking about, as opposed to someone at home on the sofa who is subjected to your commercial and may or may not care about your topic.

You are always in a better position of power, or control, when people come to you. That's the beauty of broadband advertising. They already are interested in what you have to say or show. Of course, if you can afford

showing your ad to a million people through broadcast advertising, well, who wouldn't want that?

There's a time and a place for everything, including advertising choices and opportunities.

Know your product, your budget, your target audience, and your desired outcome.

Then, and only then, should you attempt to make your advertisement.

EVERY VIDEO NEEDS A SCRIPT

Our most difficult script to write to date has been the book trailer® for Christine Feehan's *Safe Harbor*. It required three panels that all had action in them happening at the same time.

In addition, we had to covertly plant game pieces within the video as we were shooting it, knowing that we would make an interactive game from the video later on. Here is part of that script:

Safe Harbor Script

SECTION #1

Opening scene

Panel 1- Establishing shot of San Francisco, evening

Scene 1 Shot 1 (several shots may be used to establish locations)- San Francisco stock footage of locations, hold on final location and push in until end. Time this to end with final panel. Time of day to match that of the other two panels

Panel 2- Jonas, wounded, staggers in an alley. He's in plain clothes, but holding a gun.

Scene 1- Dusk. Outside. Alley.

Shot 1- Close up of alley, dirty with debris and garbage can. Jonas limps into scene from far left, walking toward garbage can on right. He bumps into it and falls as the can falls.

Shot 2- Close up of Jonas as he maneuvers the garbage can in front of him to use as a shield and to steady his hands, pointing his gun toward the direction he came from.

Shot 3- ECU of Jonas flinching as we hear shots fired.

Shot 4- Pull out as we see Jonas looking at something in front of him. The wind kicks up. We pull out to see a small tornado in front of him. The tornado moves toward the direction Jonas was shooting. Jonas watches the tornado move out and he relaxes his grip on the gun, resting against the garbage can.

Panel 3- Hannah runs to the railing outside. She lifts her hands to call the wind

Scene 1- Outside. Dusk. Drake home. Hannah is sitting quietly outside.

Shot 1- Close up of Hannah reading a book (should use a Feehan book... that would be funny!). She is reading, but then stops, closes book and looks around as though she's heard something. She stands and looks out into the distance.

Shot 2- From over the balcony we watch Hannah run toward us looking over the balcony and out into the distance.

Shot 3- Mid shot of Hannah, closing her eyes and calling the wind.

Shot 4- The wind starts slowly, then picks up. Hannah struggles in her concentration to create the tornado and help Jonas. Push in toward Hannah's face.

Scene 2-

Shot 1- Full screen. No panel. Quick flash close up of Jonas as he rests against the garbage can, no wind now.

Shot 2- Full screen. No panel. Quick flash of extreme close up of Hannah's eye with fire burning in it.

When, What, Where, and Why? What's In It For Me?



COSProductions.com is proud of the numerous awards we've won, including the Telly, pictured above.

There's a time and a place for everything. Book videos are no different. Let's take a look at some different circumstances in which book video can be helpful at different points. You can also find some helpful information about the type of video you choose by going here:

<http://www.cosproductions.com/OurWork/FAQ.html>

What benefits are there for you?

Longevity, branding, fan base expansion, cross-genre highlights, name recognition, engaging the viewer, multi-utilization, cost-effective promotion, target-audience opportunity, and just plain fun!

1. Longevity. When a print ad has found its way to the bottom of the bird cage, a video will still be on the Internet, where people who develop an interest in reading, or an interest in a topic that leads them to your book, can find it. Video remains on the Internet for an extended period of time.
2. Branding. When doing an overall push of a brand for whatever reason (new series, switch in genre, etc.) you can tie-in the look and feel you're going with through your video. It helps people visualize the brand.
3. Fan base expansion. By utilizing video, you're letting a new group of people find out about you. People have evolved into visual creatures and they are used to having their entertainment given to them through visual means. Where movies, video games, music, and television have been able to reach these consumers, books have historically been left out. Not anymore. Through book trailers®, those consumers are now potential readers for any author.
4. Cross-genre highlights. It's hard to show someone that you write both romance and suspense or mystery and comedy just by using a print ad. By using video you can get across the idea that your book is cross-genre. The benefit to that is, if someone was turned off by, say, a sexy book cover, they may change their mind when they see all the action/adventure play out on screen. And you can show an element of romance or some other genre as well, to appeal to a wider audience.
5. Name recognition. How many times do you have to see or hear a name before the typical person recalls it? Well, you have the chance of having your name pop up online more often when you have a video. Your name goes into the video description, so you can search that, and it is also in the video itself.
6. Engaging the viewer. Statistics from various sources tend to agree that video is more engaging, since the viewer must activate a video player before they can watch the video. They choose to watch – unlike TV where commercials are presented to you, like it or not. Then, they are engaged by watching the video as well. They can then choose to comment, put it on their own site, or email it. It's a “word of mouth tool” that can be passed from one person to another, making it viral.

7. Multi-utilization. With a COS video, not only can you have it spread all over the Internet and given to booksellers to use, but it can be formatted for television and movie theaters. These are some of the least expensive television commercials being made right now. And our contacts with Comcast have made it extremely affordable to buy TV spots.

A deal we have with a movie theater chain lets us put our specially-formatted videos on the big screen in such desirable areas as New York City and Los Angeles, for very reasonable rates. We have one video play in NYC over 900 times for approximately \$2,000. Some budgets are even smaller.

The video can also be sent to salespeople and can be included in press kits.

8. Cost-effective promotion. For the price of a small print ad in the *NY Times*, you can have a live action book trailer®. For the price of a small print ad in most magazines you can have a mini teaser (non-live action video). It has more uses and re-uses than any print ad ever will.

9. Target-audience opportunity. You can target established readers by putting the video on your website, blog, MySpace, specialty-sites (genre specific), Reader's Entertainment TV, bookseller sites, and book club sites. You can also target an audience not by what sex they are or where they live, but by what specific topics interest them.

If someone is interested in cave pearls, dragons, the military, wizards, magic, playing poker, ballroom dancing, fashion, New York City, or any other numerous topics of interest, their search can lead them straight to a book video. Here you have someone already interested in the topic the book is about or has elements of. People searching for specific interests, but not specifically books, are what we term "potential readers."

Imagine how the book industry would improve if more people turned to books for entertainment! We now have a tool that can help make that happen.

10. Fun! Music videos are ads. People tend to forget they're ads, because of how entertaining they are. Book trailers® are not meant to look like commercials. They are meant to appeal to a person's sense of fun and entertainment.

That's why people are willing to pass them around or put them on their own sites. Anyone putting together a commercial that is nothing but a book cover and an announcement has missed the boat entirely!

Let's look at some specific scenarios per video product:

No budget. No promo dollars coming from publisher. \$0

There are programs out there that allow you to create video. www.ontruemedia.com is a site where you can create a video. Many computers come pre-loaded with editing software as part of the package. Windows Movie Maker is relatively easy to use.

Of course, you don't have to have video in order to do your own promotions. You can blog and create online news press releases. You can join social networks that have readers' groups or booksellers. There's always the old-fashioned book signing strategy, as well!

Very limited budget.

We have a product called a Cover Story video that is \$250.

If you have a very limited budget, this product is perfect for you. You stand to get more views and have your name seen more times with this product than the average magazine advertisement can get you.

If you're a new author, this is an economical way to get your name circulated online. You can have your video uploaded to the same sites used by *NY Times* bestseller authors!

If you're skeptical of the effectiveness of book video, this is a great place to try it out. For little investment, you can determine for yourself if book video is the right tool for your marketing campaign.

Don't Get It Twisted (http://www.youtube.com/watch?v=MSSPbJE9_g4) is a Cover Story that was an editor's top pick at Preview the Book and was featured on their homepage.

Alyson Noel's Cover Story for her novel *Laguna Cove* (<http://myspacetv.com/index.cfm?fuseaction=vids.individual&videoid=4339612>) caught the eye of MySpace, and Alyson was featured on MySpace books!

"In just three days of being featured on MySpace books, my blog got over 16,000 views, my website received ten times the usual amount of hits, letters from interested readers greatly increased, and my pre-sales numbers on my upcoming release spiked. I cannot thank Sheila and COS enough for providing this service." – *Alyson Noel, author of: Faking 19, Art Geeks and Prom Queens, Laguna Cove, Fly Me to the Moon, Kiss & Blog, and Saving Zoë*

Just because a video is inexpensive doesn't mean it isn't effective.

Medium Budget – Mini Teasers

At this level the book videos are considered more entertaining and they are *more likely to go viral*.

If you're not sure book video is right for your marketing strategy, you'll want to start at the smaller scale. Mini teasers are more engaging, showing more pictures and movement, making it more effective overall.

They are wonderful to play *at book signings* since the multiple pictures and sound intrigue people and keep them interested during a signing.

This product includes stock footage and is as close to an actual book trailer® as you can get without having to pay book trailer® production prices. At this level we can also do animation and some special effects.

At this level you get more online distribution, more specialty sites take the video as content, and more booksellers take the video as content.

If you're wanting *take that next step* and do some television spots, the mini teasers are a great way to go. It's very impressive to have on your website "*As seen on TV.*" Sometimes presentation is everything.

If you have a book that has *a terrible book cover* then a mini teaser can help offset that problem. Or if *the cover does not reflect the story* at all, then a mini teaser can help let people know what the story is actually about.

Mini teasers are great *for transitional periods of your career*. If you're *going from writing one genre to writing an entirely different genre*, then a book video is a good way to help people see what you're writing. The same applies to writing a series. If you start *writing a new series*, you know you want to invest in that continuous story.

Book Trailers®

At this level of commitment in a book video you are *investing in your career*, not just buying a product.

It is most likely to go viral, most likely to be noticed by the media, and most likely to be picked up by booksellers. If you want to create a name for yourself, this is the way to do that.

If you're a new author and want that name recognition, if you're creating a new series, if you're trying to make it to that next level in your career, this product is the right one for you.

This is really the top of the line. Surveys have shown that readers prefer the trailers.

Author Interviews

Author interviews offer a wide variety of uses. They allow your readers to feel more connected with you, nurturing reader loyalty.

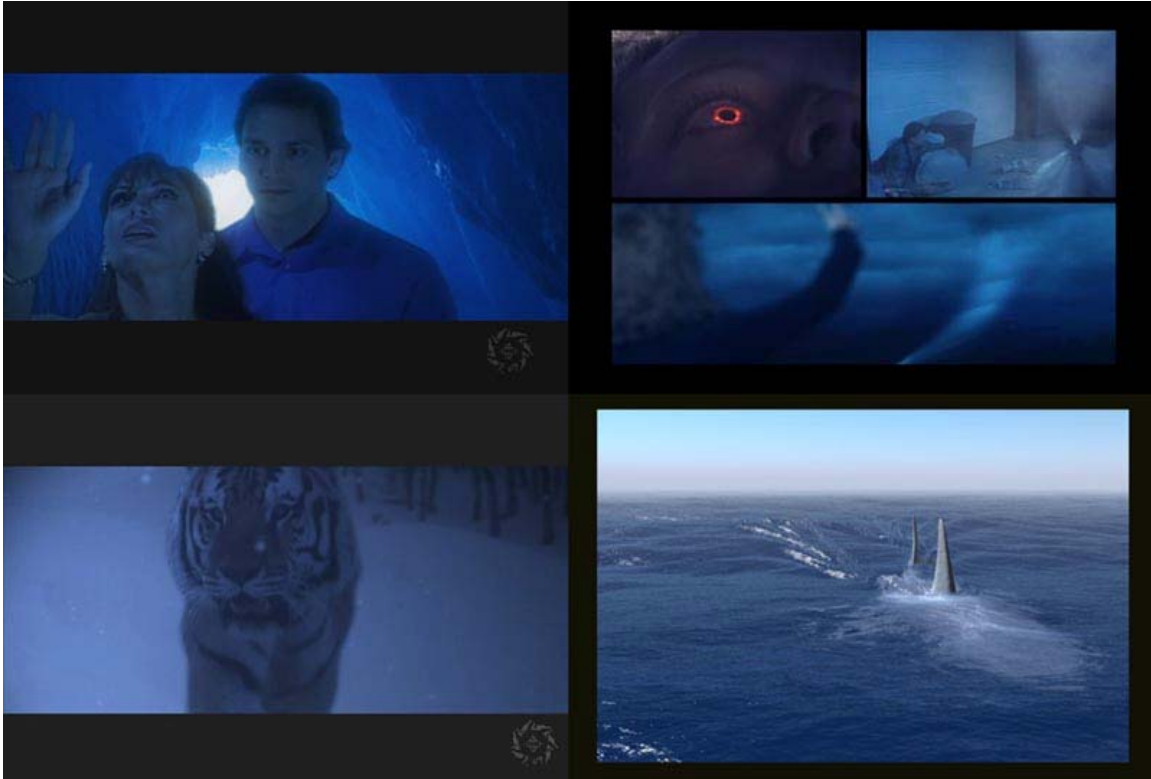
This is a product that highlights your personality. You have a chance to brand yourself as well as your books.

Offering up-front information about your books, your career, your process of writing, research or life experiences, can interest potential readers and get them to try your book.

These are great for non-fiction books, self-help, or books that reflect an expertise that you've utilized to write your book.

If you're looking to pick up speaking engagements, author interviews allow you to be seen and heard in a setting that highlights your ability to speak, and they also highlight your topic.

Distribution and Venues



At COSProductions.com, we've had casts that included vampires, psychics, dragons in ice caves, shapeshifting tigers, and giant prehistoric sharks. That's half the fun of the magic of book trailers®.

Distribution, utilization, and effectiveness are the key terms for successful book video in 2008. Just as technology is evolving at an incredible rate of speed, expectations and analytics are changing our views on effectiveness.

As technology in the video analytics field continues to emerge, book videos will become multi-faceted tools.

Not only will book videos serve as content, ads, and announcements, they will be used to measure the success of a marketing campaign and to identify not only who is watching book video, but from where.

Book videos can be used to gather data for other, future marketing campaigns, or even make changes to current promotions in real time.

Distribution

Book video can be distributed in a variety of ways. We'll take a look at several venues in a moment. Let's break down distribution into two categories of interest: Physically uploading and distributing video, and the philosophy behind distribution.

Uploading and Distributing ~ Where and Why

You want to make the greatest impact with your video. Once you have a video, you need to get it to the right people. There is some value to getting your video to the most people possible. That's how TV works, and it is still a viable and popular media.

To get your video to the most people possible, you want to upload it to the most popular video sites. It is never a wasted effort to upload to places like YouTube, MySpace or DailyMotion, to name a few. Those sites have a great deal of traffic and you will, most likely, get hits from a variety of people due to the sheer number of people who go there to watch video.

Getting your video in front of quality viewers

Quality viewers are people who will buy your book. A video may have entertainment value enough to be passed around and it may get a lot of hits, but will it result in a sale or help you obtain your stated goal?

If your goal is to get your name out in front of as many eyes as possible, then a lot of hits on YouTube is great.

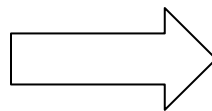
If your goal is to sell as many books as possible, then a lot of hits on YouTube may not mean much.

Why?

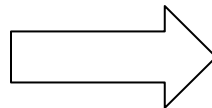
People go to YouTube to watch fun videos or learn something. They aren't there to shop. YouTube has a specific purpose: entertaining and education through video. It is not a bookseller.

You need to choose online destinations that are going to help you attain your stated goal. Remember that you need to have a goal when you create a video. Something measurable is preferred.

Word of mouth about your name

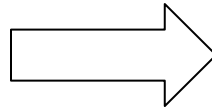


Book Sales (Readers)



Booksellers/Book Clubs/Reader Sites

Book Sales
(Potential reader sites)



What is your goal? Do you need popular social media sites? Do you need bookseller sites? Do you need specialty sites?

Branding: initial and re-branding.

It's a lot easier to do initial branding. You create a brand, match your website, video, collateral to it, and then disseminate.

Re-branding is a little tougher. Not only do you need to get your new brand out to established fans, but if you're re-branding you may be able to reach out to new fans who would like the new brand.

Getting your brand out there is a matter of presentation and dissemination.

You need to create a clear brand, then you need to create an awareness of the brand. For people serious about getting their brand established, I recommend a Long Tail distribution, which gets the greatest amount of views to both readers and the general public.

Professional Name Awareness and Celebrity

There are times when “who” sees your name, book, or brand is more important than how many see it. There are many authors out there who have hit their peak and can’t quite make it to the next level. Presentation is key when trying to make it to the next level.

You may want to spend your budget getting to the **right people**, not just to more readers. You may want to target booksellers, your own publisher, and the media. Yes, your own publisher. If you think you don’t need to impress your own publisher, then that could be why you haven’t progressed.

There are many fantastically talented authors out there, but not everyone can have celebrity status. Not everyone can be in the top ten at their publishing house.

No doubt the number of sales is going to push you to that level, but how are you going to sell more books if your print run doesn’t afford you that opportunity? You need to convince your publisher that you can pull off a greater print run.

This is the time to invest in your career. This is the time to ask yourself if you’re happy with where you are (and you might be!) or if you want that next level bad enough.

Spending the money to put your video on television, in movie theaters, or utilizing out-of-home advertising is now a viable option. Not because you have lots of money to throw at this kind of advertising, but because it now makes sense to utilize this kind of advertising.

IMHO: You can’t really skip to this part of promotion. If you’re not even mid-list yet, then spending a lot of money on television and movie theaters is, most likely, a waste of money.

You need to build your career. It isn't often that someone can just buy their way into a career. I've seen people pour in tens of thousands of dollars into a campaign, but have nothing come of the book, or their name. Timing is important. You must walk before you run...to the nearest media buy.

Venues

Distribution is where you send your video. You send it to YouTube, MySpace, your website. Venues have more to do with platforms, or different types of places you can send video to. Social media sites, television, theater, in-store, etc.

Movie Theater

Technology is evolving all around us. Digital, as a delivery system, is accepted in more venues now than ever before. Back in 2004 COS Productions discovered a new technology was allowing digital video to play at movie theaters. Previously, only film and static pictures showed on the big screen.

The fact that digital video is so much less expensive than film meant that money saved could go into media buys. Places that were cost-prohibitive were now available.

What was significant about digital at the movie theater wasn't just the cost, but the presentation. The video would be shown in an exciting video platform to people who were already in their seats watching movie previews. A nearly-captive audience.

Of course the costs were incredible if you worked it right. For example, a television ad run in New York City one time at 2AM would still cost you \$750 - \$1200 to show one time.

Who can afford that on an author's budget?

Take that same ad and play it in the movie theater in New York City and for that same budget you'll have it seen dozens, if not hundreds, of times. Same location. Different venue.

Digitally Speaking – A filmed 30 second ad would cost upwards of \$100,000 to be professionally created, perhaps \$20,000 on the cheap with an independent filmmaker. With digital, a 30 second ad would cost approximately \$10,000 on the high end and as low as \$1,200 on the lower end.

Television

Not just any digital video can make it to television. Just like movie theater or out-of-home advertising, there are formatting requirements. And, whereas a local station may be willing to take a homemade TV ad, a regional or national network has high standards, and a video can be rejected not only for technical reasons, or due to inappropriate content, but they will reject your video if the quality of the creative element isn't up to their standards.

COS Productions has had book video play locally, regionally, and nationally. We have a technical department that formats all of our videos for the various venues. And, we have never had a video rejected for any reason.

CASE STUDY: We have had, on occasion, authors who have had their videos done professionally elsewhere, but then send us their finished product to format for television or movie theaters because it was rejected upon submission.

Correct formatting is essential. COS Productions not only correctly formats, but has worked with television studio techs and movie theater techs to ensure that our videos look top quality when played on the different venues.

The client paid COS more money to fix the video and format it correctly than what they would have paid to have COS do the video and format it in the first place. COS charges a very low rate of \$500 to format for COS clients.

Non-COS clients are charged a much higher fee for this service and we can't guarantee the quality – frankly, garbage in, garbage out. If the quality is low when it comes to us, we format, not work miracles. We do, however, guarantee the quality of all COS videos. If the video is high quality when it comes to us, it will be high quality when it plays on television or in movie theaters.

Television has become increasingly cost effective. With so many ad dollars going to online venues, the television stations are bringing down prices and cutting deals. It is not uncommon for us to book media buys and get free spots.

We have, historically, been able to get approximately 300-400 spots for less than \$2,000. Of course the cost of spots is dependant upon the city or region you're trying to get into. National spots are very expensive. We've had a national ad campaign with 12 spots for \$3,000, but the return was noticeable. In addition, the network made an error with our order and they gave us 3 free spots that ran on the same day. The author's *NY Times* bestseller list number went from #13 to #12 that week, which was surprising since the book had been out for a while.

As a side note: You can have your book video put to beta or even digital tape or DVD and take it with you to any talk shows/interviews you're doing, so they can play a snippet of it. That snippet is called b-roll.

Online

There are a variety of places where you can put your video online. With more and more people turning to the Internet for news and entertainment, online distribution has been crucial to any campaign.

Website, social media, bookmarking sites, search engines, online television, news sites, blogs, bookseller sites, book club sites, and publisher sites are all online venues for book video.

Are you using RSS feeds to extend your reach with minimal effort? Are your book videos on iTunes? Are you taking advantage of online video distribution sites such as TubeMogul?

You can be your own broadband broadcaster. Get your video out into the cyber universe so people know about it and about you.

We know that online audiences are different from those that watch TV, go to the movies, or check out out-of-home advertising. They're even different from those you meet at a convention or book signing.

The trick is to promote in context. If you've got one campaign message and approach and you're trying to use that template across all venues, you're not promoting correctly. Some messages can cross platforms, but some cannot.

The 15-second ad you place for out-of-home advertising is perfect for that venue. It is not as effective for television or social media. However, if you're using it for online advertising where you pay for the ad placement, then 15 seconds is perfect.

COS Productions has a full-time staff that monitors and researches online distribution, five days a week.

Not only does the staff look for additional distribution outlets, but it is monitoring effectiveness of each site, monitoring the performance of each video, and creating relationships with specialty sites for COS videos to get quality views.

COS isn't just a book video distributor, but a content provider. This is how COS can get into markets that an individual can't get into. We bargain in bulk. We can offer several videos a week of original content to a market that has over 75% female viewership.

Even for the individual book video producer, online distribution is a cost-effective way to promote your book. You just need to know your goal, your audience, and the right place to put your video.

Out-Of-Home Advertising

Out-of-home advertising requires different formats according to where the digital video will play. It could be a huge digital billboard, or a smart screen in the mall outside of a bookstore, in a taxi cab, or on the street corner. Currently, this type of advertising isn't overly expensive. And, you can get very target specific.

If you wrote a book about women's fitness you could have that book video play in health clubs. You can also target doctor's offices, hospitals, airports and subways. Any place where someone may have an extended wait is a

great place to put an ad. If they have nothing else to do, they will watch the video display.

Live Venues

Live venues are book signings, conventions, and any other event that allows you to talk about your book. You can put your book video on a DVD or your laptop, and have it there on display.

Distribution and online performance is critical

Here is an example of a non-COS video review and proposal done for a publishing house (names omitted)

Review and Proposal for Online Distribution - 2 pages shown here

“BOOK X”

Book Video Distribution

Circle of Seven Productions – Online Distribution

At-A-Glance

Analysis- Currently there is a moderate presence online for the books. Much of that is geared toward press releases with the book secondary.

Recommendations- The video(s) should be distributed to more niche and micro markets geared toward comedy and book buyers.

Budget- \$2000 to \$4000. Or, give us your budget and let us develop a proposal from that.

Advisory – We can't control how social media sites interact with the videos. Not much lead time may affect the outcome of the online campaign. Analysis is limited but available.

Current Online Distribution Analysis-

Checking the major search engines I see a moderate presence for the videos. You're getting better coverage through press releases and blogs talking about the video's director and who the authors are as opposed to getting information about the book itself. Information about the book is secondary on many of these blogs.

The videos are on the main well known sites, but not in any niche markets at all.

The MySpace page has some mistakes on it (one of the buttons is incorrect) and shows the YouTube video on the MySpace page. That may seem like a small thing, but it is very poor etiquette. If you're paying MySpace for featuring the videos and book then I wouldn't worry about it, but if you're not, you should change that immediately. You'll enjoy a better future with MySpace if you use MySpace TV on the MySpace profile.

The bookmark sites such as Digg, StumbleUpon, etc. are severely under-utilized. We should specifically use the YouTube videos so we can drive views there.

1

I suggest uploading through the COS YouTube since we have internal analytics and can monitor the performance of all three videos in near real time. Re-uploading a second time to certain sites should not hurt anything. People are going to pass these videos around anyhow. Let's upload through COS so we can get performance reports.

Recommendations-

With only a few days left before this book is released it is going to be hard to create a strong online presence. The videos are already on the majority of the most popular sites. I recommend our Long Tail Distribution. This will put the videos into niche markets for humor and micro markets for books.

The videos would be placed on social media sites where chicklit/humor does well. Sites such as StupidVideos, CollegeHumor, PopBytes, FunnyorDie, etc. We would have our distribution manager work on this himself and identify the best sites. He'll need to watch each video and compare that to our database of social media sites. A complete list will be given to you upon completion of distribution.

In addition to social media sites we will place the videos with press releases on bookmark and online news sites such as Digg, StumbleUpon, Newsvine, TransWorld News, etc. I see that the videos are on some of those sites, but they are not displayed in a manner that promotes the book in the best possible way. And they aren't on some of the best bookmark sites for books.

We were asked not to have the videos highlighted on NBC online stations. So we will not send them there. But, we can send out a general press release with the video embedded to over 500 newsrooms through our TransWorld News affiliate.

Blogs- Any of the social media sites that have blogs are an opportunity to give more information than just what the video description will give. We can use your press release, adjust it for social media and post that on our available blogs. We will include a special feature on our MySpace, which has over 8500 subscribers. These MySpace friends are made up primarily of readers, media, authors and industry professionals. We can also blog on the MySpace groups site that are appropriate for this material.

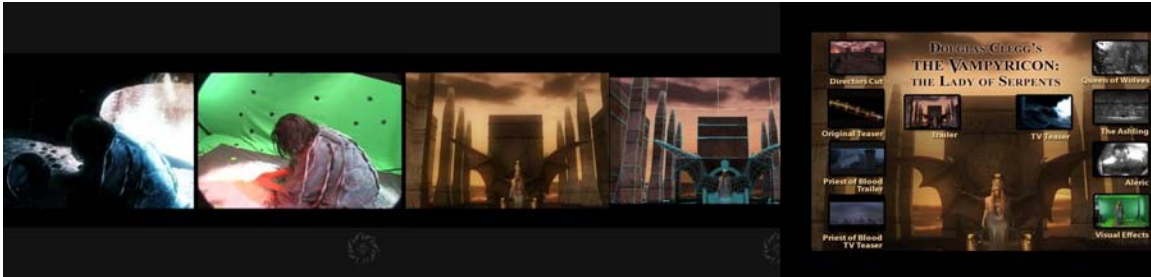
Bookstores- It is my understanding that you already have BNN, Borders and Amazon.com showing the videos. Will one of the videos play in BNN's new media player?

It is not currently on the Powell's Bookstore site. We can put them up there immediately.

Specialty Sites – These need to be on specialty sites such as Watch the Book, Preview the Book, and other specific reader destination sites.

2

Budgets and Bottom Lines



Your career is an investment. And, what you invest in your career reflects how important it is to you. You should look at how much you will make from your published book.

Ask yourself how much you want to make. Then, figure out how much you'll invest to get yourself to a level where you are happy with your income.

People spend thousands of dollars on education. Then they spend additional money on getting the right certifications, clothes, and experience – whatever they need to get that dream job.

Being a bestselling author is a dream job. Being able to do what you love to do and make a nice living from it is a dream job.

Writing several books that you and your family think are great won't get you on the bestseller's list. Having incredible talent can get you in the door, but don't be so egotistical that you don't bother to continually invest in your career.

When you're figuring out your annual budget for vacations and home improvements, you need to include your career investment as well. Don't rely completely on your own online efforts.

Take a look at where you are in your career. Do you have or need an agent? Do you have or need a publicist? Have you consistently made the lists at a level you're happy with, or do you want to do better?

Here is a fact: You cannot do what you've always done and expect different results. Unless you have already "arrived" at the top and your name sells your books for you, you have to work and invest.

Here is another fact: You get what you pay for.

Again you have to ask yourself what your goal is. If you just want a book video, then having one is enough.

If you want one that is widely distributed, then put your video wherever you can online.

If you want one that is going to reach a target audience, book sellers, book clubs, and the media, then you're going to have to either pay someone or do a lot of research.

You can pay \$250 for a book video and put it on your website, the top ten distribution sites, and maybe even get one of the booksellers to put it on their site or in their newsletter, and you've gotten a pretty good return for your \$250.

The fact is, anyone can do that.

If you're looking at having a team of professional video distributors find your target for you, get the video to over 300 booksellers, and create an actual marketing campaign for the video, you're going to need to invest more money.

IMHO – There's a mindset that says paying hundreds of dollars to be put in a reader's magazine is perfectly acceptable and desirable for a promotional campaign. Yet, many people balk over investing that same amount of money into video that will yield them more views for a longer period of time.

Advanced technology promotion will eventually be the number-one way to promote a book. A younger generation, one that checks out YouTube before considering a newspaper, will eventually replace those people who swear by newspaper and magazine advertising.

And though these people will mature and may turn to news before entertainment, they will still be turning to an online venue.

Newspaper and magazine circulations are down. Many newspapers don't do book reviews anymore. Even the great and powerful *New York Times* is seeing a decline in readership. These companies, the smart ones, are doing more online. Are you?

PROMOTE READING – And Build Tomorrow’s Customers

Competition is a normal and healthy process. Booksellers, publishers, agents, publicists, and authors all try to be the best, sell the most, and be seen first. It is competition that often drives and inspires new ideas. New ideas are evolution, and an industry must always evolve with the society it serves.

It is folly to ignore what new technology has to offer and what it is doing to society.

Yet, there’s always that narcissistic faction who want to hold on to what makes them the most knowledgeable in the field, instead of admitting that they need to learn something, don’t understand something, or aren’t adept at something new. Egos are often the downfall of the successful integration of anything new and different.

It is understandable when a company is hesitant to embrace a new idea. There are many new ideas: which ones do you want to invest time and money into? Technology evolves at such a fast rate that you wonder if something’s worth investing in, since next week there could be something newer and more exciting.

Those leaders who can be cautious while still embracing new ideas will stand to gain the most.

The publishing industry stands to gain more from online technology than any other industry of entertainment. Television continues to appropriately evolve with the new technology, but really they’re only shifting placement of their products.

The publishing industry is shifting an entire paradigm as they embrace digital technology. The industry is able to enter a platform that, before, didn’t work well for books. Not just book video, but games, websites,

interactive opportunities such as blogs and social media, and even new portable devices such as the Kindle or Sony Reader, and even iTunes!

The publishing industry is reaching out to a younger generation this way, cultivating new readers, pushing potential readers into the realm of traditional readers. Now lives an opportunity in which books can be on equal footing with other entertainment mediums.

There's still a lot that has to be done. There's years of, for lack of a better term, reader oppression, where books were looked upon as "assignments," "required reading," or "geek material." It will take real effort to make books "cool" in comparison to other entertainment forms. But, it isn't impossible.

More and more, book covers are evolving and maturing. Readers want to be able to take books with them when they're on the plane, subway, or at the beach. Yet, some covers embarrass them, so they buy something to put over the book to hide the cover.

As more and more people learn to turn to author websites, book clubs, and book videos to find out what a book or author is about, the covers will no longer have to depict a couple in an embrace, a semi-erotic cover, or other such covers that could keep some readers from buying the book just as easily as it could entice others to pick it up.

A smart, sharp, mature book cover is a more appealing book to have out in public. Perhaps the day will come when online book covers and in-store book covers will be different. One that can be seen in the privacy of one's own home, and one that can be carried around in public with confidence.

Interacting and engaging with the public is another opportunity that the industry should embrace. Technology allows for a lot of interactivity. If you can get someone to your site, then engage them, you can bring them down through your site to the shopping cart or lead-generating page with a better chance of obtaining your final goal.

Circle of Seven Productions looks beyond the next book video order. Original show ideas bring in potential readers to Reader's Entertainment TV, and out-of-the-box marketing ideas are shared with publishers and booksellers freely.

The fact is, COS only deals with books and the publishing industry. We invest in the industry because when the industry does well, we do well. It is to our own benefit to come up with new ways to distribute our videos and bring attention to the authors and books that use our services. It is a true symbiotic relationship that inspires us to make you successful.



Be sure to come by COSProductions.com to watch examples of Book Trailers® and other videos.