

HOW TO MAKE A BOOK TRAILER

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If there's a book you love, why not promote it by creating a book trailer?

Book trailers are thirty-second to one-minute movies that tease a book's story to a new audience.

Click on the box to the right to watch a student-created trailer for my novel *The Other Side*.



Step 1: Read the book

Determine the main idea of the book and what you want to convey with your trailer. Why do you recommend this book to others? Is it the storyline, the characters, the emotion, the subject?

Step 2: Watch book trailers online

The best way to understand the visual, audio and tone of book trailers is to watch them. Take a look at the following trailers:

- [The Graveyard Book](#) by Neil Gaiman
- [Chomp](#) by Carl Hiaasen
- [The Marvels](#) by Brian Selznick
- [Peter Nimble and his Fantastic Eyes](#) by Jonathan Auxier

Step 3: Create a storyboard

A storyboard is a series of boxes and lines that allow you to organize your trailer into visuals and audio. Try your best not to include any story spoilers! You can see [completed film storyboards here](#) and download a [storyboard here](#).

Step 4: Collect media

Once you have an idea of how your book trailer will look and sound, collect images, film clips, music, and sound effects. You may decide to create your own drawings or record your own narration. Or you may want to search for media online. If the media isn't under public domain, be sure to follow the website's guidelines. And it's always a good thing to credit the artist. Try:

- [Pixabay](#)
- [Pexels](#)
- [StockSnap.io](#)
- [Burst by Shopify](#)
- [Free Music Archive](#)
- [YouTube Audio Library](#)

Step 5: Assemble the trailer

It's time to take your storyboard and media and put them all together. Don't forget to include the book's title, author and any promotional blurbs or reviews.

There are a number of free programs and apps you can use to edit together your book trailer:

- [iMovie](#)
- [Movie Maker](#)
- [Stop Motion Studio](#)
- [Adobe Spark](#)
- [Cute Cut](#)

Step 6: Upload the book trailer

With permission from a parent, guardian, and/or teacher, upload your trailer to YouTube, Vimeo or School Tube. And don't forget to let the author know!