

## Why You Should and How To Make a Book Trailer



*[www.amynielsenauthor.com](http://www.amynielsenauthor.com)*

Thank you for your participation in Mayflower Media's Why You Should and How-To Make a Book Trailer.

At Mayflower Media, our goal is to help authors get their books off their laptops and into the hands of readers! Whether that's with our professional critiquing services, or book trailer services, we have the skills to help you!

If you have any more questions about the content here or about additional services, please feel free to reach out to Amy at [amy.nielsen06@yahoo.com](mailto:amy.nielsen06@yahoo.com).

*Note: Please do extensive research before signing with any agent or publishing service.*

## ABOUT US:

Mayflower Media was founded Amy Nielsen.

Amy is the author of *It Takes a Village: How to Build a Support System for Your Exceptional Needs Family*, *Goldilocks and the Three Bears: Understanding Autism Spectrum Disorder*, *Worth It* (her 2024 YA debut), and *Teaching Video Production: Beyond the Morning Newscast*.

Our services include publication guidance, professional big picture and line level critique, query support, book trailer creation, and more!





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# WHY YOU SHOULD MAKE A BOOK TRAILER

## Statistics Tell Us To:

- 80% of internet use is video consumption.
- YouTube has over 2 billions users.
- TikTok has over 1 billion users.
- Video on a landing page increases conversion by 80%.

## Marketing:

- Share your book trailer across your social media platforms. Pin it at the top.
- Link it in your query.
- Post it on your website.
- Viewers can share your video trailer with the click of a button.

## Your Author Brand:

- As you work to build your author brand through your social media platforms, website, etc. a book trailer is an additional place to showcase that brand via colors, fonts, mood, etc.



## STEP 1: IMAGES & VIDEOS

### Things to Consider

- Search online for inspirational images/videos that represent the setting, main characters, and hook.
- I recommend saving several options for each image and collect more than you think you need. Save these to a Book Trailer folder on your desktop.
- Please only use free images or pay for ones you like that aren't free. As a content creator yourself, you wouldn't want people stealing your book from bookstores.

### Image Resources

- Pixabay—Offers free and nominally-feed images.
- Shutterstock - Subscription service.
- If using Canva for your software, you can find images and videos there.
- If using FlexClip for your software, you can find images and videos there.



## STEP 2: MUSIC

### Things to Consider

- Lyric-free instrumentals create the most cinematic effect.
- Be sure to check the duration & select tracks in the one to two-minute range.
- I recommend not mixing tracks unless you are an expert.
- I also recommend not purchasing it until after you've made your trailer in the event you change your mind. Most places will let you download with an audio watermark.
- Please do not use copyrighted music, again, you wouldn't want anyone stealing your book.

### Music Resources

- AudioJungle is my favorite place to purchase music. You can search by a variety of moods and themes. Tracks are usually less than \$20.00.
- If using Canva for your software, you can find music there.
- If using FlexClip for you software, you can find music there.



## STEP 3: THE SCRIPT

### Things to Consider

- Now that you have images and music it's time to draft a script.
- I say draft because I promise you this will change.
- Write short phrases and one-liners that convey the mood of your images and soundtrack.
- I recommend looking at your images and listening to your music while you write for inspiration.
- Consider an opening that connects your story to something happening currently. It's not always an option, but it can help to give your reader a personal connection.

### Script Resources

- Consider searching online for a visual storyboard to draft out your images and scripts.



## STEP 4: THE SOFTWARE

### Things to Consider

- If you've never made a video, don't get nervous—you wrote a book! You're a superstar. Below you'll find my favorite software applications to create your trailer, but there are tons of other options available.

### Software Resources

- Canva - Easiest - Most people are already familiar with Canva for creating graphics such as this one! But you can also make videos. Canva has built-in royalty-free images and music.
- Wondershare Filmora - This was my favorite program for use on my PC. You download it free of charge and play around with it. Then play a nominal fee for the full version.
- FlexClip – My new favorite! This is a website rather than a download. The images and royalty-free music are outstanding. Excellent features.
- iMovie – If you live in the Mac universe, you have access to a fabulous video editing program. I just encourage you to resist the urge to use the templates.





## STEP 5: THE PROCESS

1. Upload your images and videos.
2. Drag and drop them in the order you think makes the most sense. When editing images, I often use b/w or sepia to indicate a dark scene, and color to indicate a brighter scene. But be careful not to over-edit or over-use filters. Stick to one or two.
3. Upload your music and drop it underneath the images. Play it while you work for inspiration. Try to place images at points in the song that capitalize emotion.
4. Add your text on top of the images. I recommend not using solid colors with long text. Images with short phrases are more visually appealing. Also, pick an easy-to-read font and use it consistently throughout.
5. Add transitions between images, but don't get fancy. I usually prefer to have images fade into one another.
6. Add a title slide and credits with your contact info. These can be on solid color slides. Adjust the duration of the slide so the reader has time to read it.
7. Revise until you are satisfied. Then purchase the music, and the software if needed.

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## WHAT TO DO AFTER

Now that you've made your book trailer, what do you do with it?

- Create a YouTube Channel and upload it. By doing so, you'll be able to embed the link in emails, on your website, etc, Be sure to also drop your query in the video description.
- Share the link on your social media accounts. I'd love you to tag me!
- Add a link to your email signature. You never know who someone you are emailing knows!
- Share your book trailer in relevant conversations on social media. But don't be spammy.
- My biggest takeaway is this: believe you will get an agent, a publishing contract, and a movie deal. Live as if those things have happened, and friend, you'll be one step closer to your manifestation becoming your reality!
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## RESOURCES

In addition to this guide, here are some more of my book trailer resources.

For my full catalog visit my Mayflower Media YouTube Page.

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