

# Book Trailer Service for Authors

# Before you get started

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**MARKETING ELUSIVE**



**PUBLISHING A BOOK  
IS EASY**



**OUR SERVICES HELP  
YOU REACH YOUR  
MARKETING GOALS**

# Video Trailer



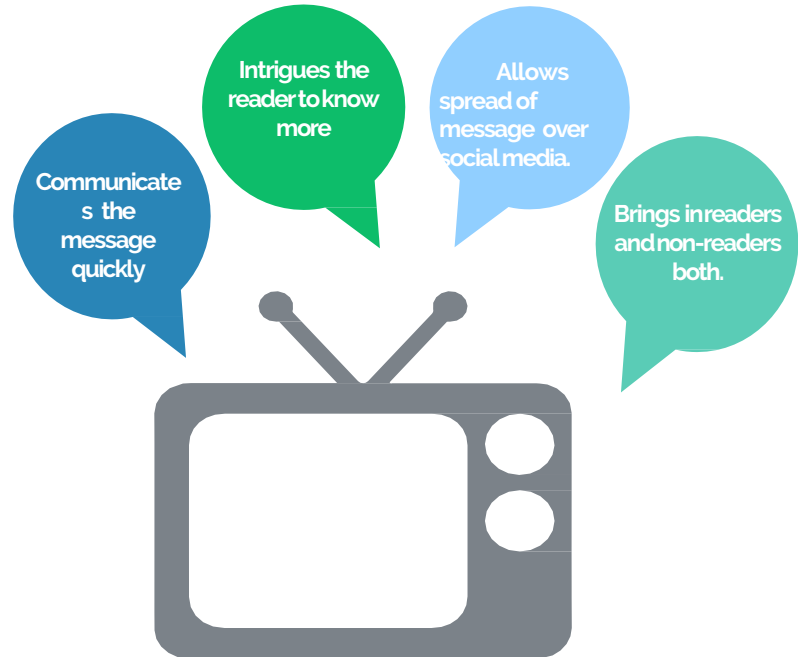
## Images. Graphics. Music.

### What's not to love about Book Trailers?

A book trailer is all about making the readers relate to the story and suggesting various emotions that will allow the reader to better understand what the book is all about.

Book trailers are a new concept of marketing the author's book, but they work well, especially when they are designed in a professional way.

The book trailer's ability to bring out the essence of the book in a short and entertaining manner can help boost the author sales.



# The Process



**Video Trailer  
Brief**



**Video Trailer  
Script**



**Video Trailer  
Production**

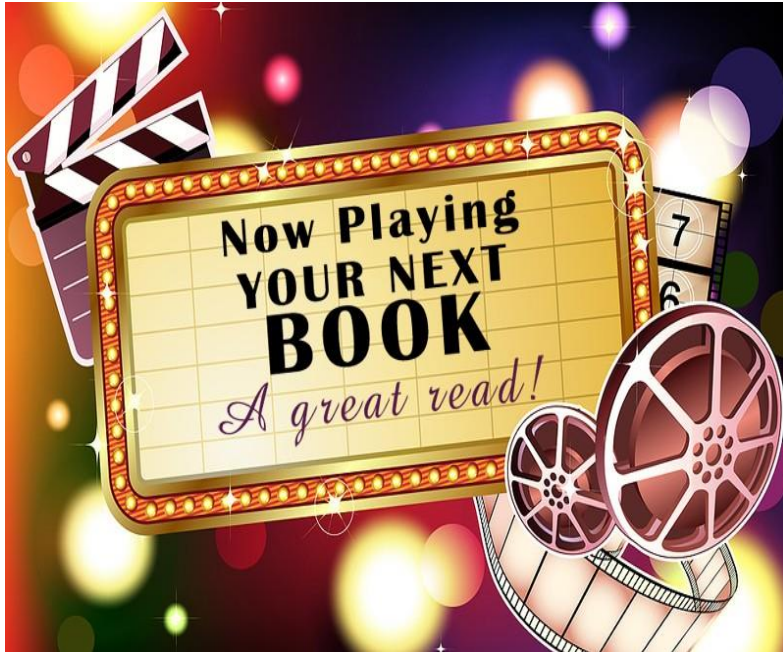


**Video Trailer  
Submission**



**Video Trailer  
Promotion**

# Advantages to a Book Trailer



## Advantages of a Book Trailer

- Communicates the message quickly (60-90seconds).
- Intrigues the reader to know more.
- Allows spread of message over social media.
- Brings in readers and non-readers both.

## A basic book trailer includes

- Creation of a short customized book video trailer of 90 to 120 seconds.
- Music according to the genre of the book.
- Basic animation effects utilizing additional imagery beyond the author's book cover image.
- Book trailer submission to YouTube and sharing the video across our social media pages.
- Creation of keywords and search terms to generate traffic from search engines such as Google, Bing, and Yahoo.

# Work methodology and timelines:



## Video trailer brief

Necessary details about the theme of the book in a standard format are obtained from the author to begin writing the script for the video.

These will include:

Title of the book, the Author's Name, Book Blurb & Book Images Main characters & their brief description

Quotes from the book

Reference video trailers

The pitch/main point to be made in the video

**Timeline – 1 to 2 days**

## Video trailerscript

After getting the necessary details about the book and the author, the video trailer script is created. The sample is crafted and sent to the author for approval. The script along with pictures, text and audio files are sent to the author. This process also largely depends on how detailed the video trailer brief was and the genre of the book. At this stage, the author can suggest changes and improvements which can be rectified before it goes into production.

**Timeline – 1 to 2 weeks**

# Work methodology and timelines:



## Video production

After the final script is approved, the video goes into production. During this process, the creative team will work on the text, images, audio and animation that were approved by the author, and produce the video.

**Timeline - 1 to 2 weeks**

## Video submission

Once the video is produced, the watermarked version of the video is sent to the author. The author goes through the video carefully and suggests changes and improvements. Two rounds of major alterations are allowed and three rounds of basic changes are permitted to the author.

**Timeline - 2 days**

## Final video handover

After the required changes, the final video is handed over to the author along with the raw files and audio clips. The video is then shared on our social media and Youtube.

**Timeline - 1 week**



# Benefits

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## Research:

We keep up on the latest marketing trends and excel at putting them to work for books so as to achieve perfection in the art of book promotion.



## Brand Building:

An efficient marketing strategy is executed to build the Author's Brand Image and reach the target group of readers.



## Tracking:

We diligently follow and track over 200 successful authors worldwide and monitor their best practices to market their books.



## Reach:

We also work with the best in class digital agencies to make the best use of the digital medium to promote our books.



## Projects:

Each service follows a specially crafted process and adheres to strict timelines. With each activation you get a dedicated project window to see the work of team that is managing your projects.



# Marketing Service Catalogue

**Media  
Reviews**



**INR 25,000  
onwards**

**Blogger  
reviews**



**INR 20,000**

**Press  
Release**



**INR 20,000**

**Social Media  
Management**



**INR 15,000  
onwards**

**Video  
Trailer**



**INR 15,000  
onwards**

**Author  
Website**



**INR 15,000  
onwards**

# Get in touch with us.



## Details

Send your full name, address, contact information along with details about your book to [hello@becomeshakespeare.com](mailto:hello@becomeshakespeare.com)



## Documentation

We will send you an agreement (including non-disclosure clauses).



## Payment

Make the payment & we will send you a project activation email.



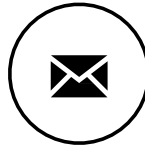
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