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**Matador**

Serious Self-Publishing



# Book Video Trailers

A book trailer is an increasingly popular and eye-catching way of promoting your new book to a wider audience. Essentially, a book trailer is a short video to promote your book using a dynamic visual medium.

From an atmospheric thriller to an illustrated children's book, we create a trailer that captures the essence of your book, pinpoints its genre and gives a flavour of your work in an exciting way.

On completion, we also arrange distribution as widely as possible.

Our Book Trailer service (£180+VAT) includes:

- Creation of an approximately one-minute video book trailer.
- Use of your book cover and other artwork, and relevant text.
- Use of music to create atmosphere, where relevant\*.
- Essential information – publication date, pricing and availability.
- Promotion of the trailer across Matador's social media (Twitter, Facebook).
- Inclusion on Matador's YouTube channel and Vimeo account, and on your book's Matador webpage (and your own author website, if you have one). We can also add it to your NetGalley listing if we are marketing your ebook edition.
- A copy of the trailer in MP4 format for your own use.

\*Music is usually used on book trailers; the cost of this is in addition to the £180 creation charge and depends on the music chosen by you (from around £20).

## Enhanced Book Trailers

For authors looking for an extra bit of 'oomph' with their trailer, we offer a range of add-on services:

- Extended trailer – £45.00 for an extra 30 seconds (1min 30s total), £100+VAT for an extra 60 seconds (2mins)
- Bespoke music – £50+VAT (edits costed upon request)
- Voiceovers/narration – starting from £20.00 (depending on your requirements).

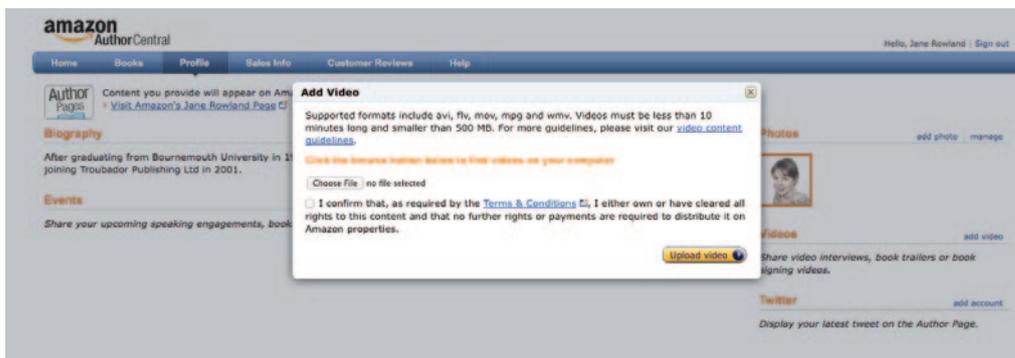
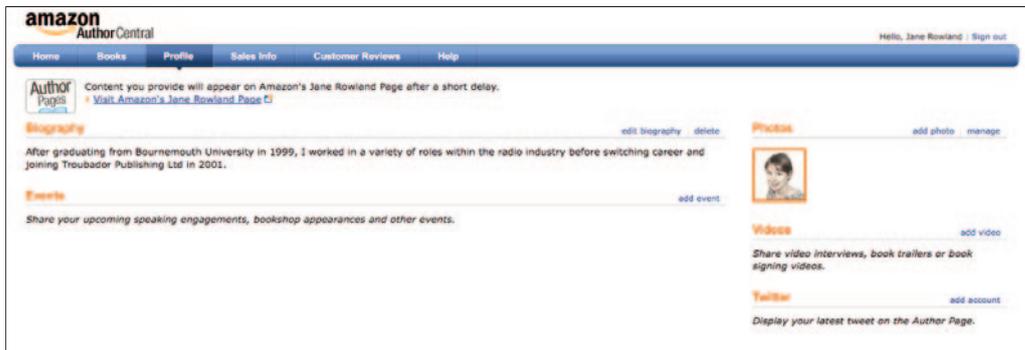
## Sharing your Book Trailer

Once your trailer has been completed, there's lots of things you can do to share your promotional video yourself, in addition to the video distribution we carry out. We'll send you an MP4 version of your video, one of the most common digital multimedia formats, so that you can use and upload your trailer yourself.

## Amazon Author Central

*Uploading your trailer to Amazon requires us to edit out any promotional material, book reviews and availability*

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books.com**www.troubador.co.uk/matador**



information, and supply it to Amazon in a different video format. If you would like us to create an Amazon version of your trailer, please let us know and we can do this for you.

If you are publishing and distributing your book through us, we'll make your book available for sale via Amazon.co.uk, and you can take advantage of a free Amazon Author Central account. This account lets you, as the author, access a range of features that will enhance your book listing on Amazon.co.uk, including uploading your book video trailer. Once you've signed up for an account (visit <https://authorcentral.amazon.co.uk/>), log in to your account and click Update Your Author Page. On this screen, you can update / create your author biography, add events and upload an author photo and video as well as adding your Twitter link.

To upload your video, click on 'Add Video' on the right-hand side. Find the file, and click Upload Video.

*\*Read more about Amazon's upload guidelines and rules here:*

*<https://authorcentral.amazon.co.uk/gp/help?topicID=200649570#guidelines>*

### Goodreads

Once your trailer has been uploaded by us to YouTube, you can add it to your author profile. Make sure you have a Goodreads account and have been given librarian status\* (which allows you to edit your book and author information), then go to your author profile, click 'edit data' and then 'add videos'.

*\*To be given librarian status, you must have added 50 books to your shelves. You can apply for librarian status here:*

*<https://www.goodreads.com/help/show/15-how-do-i-become-a-librarian>*

### Social media sites

You can share links to your trailer via your social media accounts – including Twitter, Facebook and LinkedIn – and you can also directly upload your trailer to some sites.

To upload your trailer to **Facebook**, navigate to your profile or book page. At the top is your status bar, which contains the text ‘What’s on your mind?’ and you can share a text-based ‘Status’ – the default tab – ‘Photo/Video’ or ‘Life Event’. Click ‘Photo/Video’, find the file on your computer and click ‘Choose’. You can then add a text-based comment/caption before clicking ‘Post’. By uploading your trailer to Facebook it gets added to your Videos album, making it a more permanent feature of your profile, rather than just a transitory post.

For **Twitter** you need to upload your video to a site like Twitvid (<http://twitpic.com>). Click ‘Create an account’, which will automatically log you in using your Twitter details. Click ‘Upload Photo or Video’ at the top, select your video, enter a caption and click ‘Upload’. If you want to upload more than one video, having a Twitvid account is a great way to keep all of your videos in one place.

### Other ways to use your trailer

There’s lots of other ways you can share your trailer – you can add a link into your email signature, you can show it at events (providing the venue has audio/video set up) and there’s also lots of sites out there that you can upload your book trailer to – including DailyMotion.com, BookReels.com, BookCaster.com, Photobucket.com, Vevo.com, Veoh.com, Metacafe.com and Flickr.com!

To view sample Matador book video trailers, visit our YouTube or Vimeo channels, accessible via links on our website, or direct:

<https://www.youtube.com/user/MatadorPublishing>  
<https://vimeo.com/matadorpublishing>

If you would like more information please contact  
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