

Book Commercials

Student Book Commercial Tips

1. Read your book thoroughly.

You might even want to take notes. Make sure this is a book you love; if you'd rate it less than 8 out of 10, don't do a book commercial on it!

2. Open Strong!

Think about starting your book commercial by asking a question: "What scares you the most?" Or start by giving your thoughts on a character you loved: "This is the bravest dog I've ever met." Don't start with something predictable – like "This book is called ..." or "This book is about..." – surprise and excite the audience!

3. Find a hook.

Grab the attention of your listeners by talking about one standout part of the story. "He was chained to the tracks and heard the train getting closer!" or "That's when she discovered her powers."

4. Don't give it all away.

Think of this like a preview not a whole movie. Leave them begging for more! End with a cliffhanger such as "Will he get out in time?" Remember the idea is to get them interested enough to want to read the book.

5. Enhance your presentations with props.

If you are not using technology to present your commercial try using props. Carry an umbrella for a book about a rainy day or wear a cap for a book about baseball. Be creative!