

GUILFORD'S GUIDE TO AUTHOR VIDEOS

Creating an author video is a powerful way to share information about your book. Videos are incredibly popular on the web—they appear at the top of search results, can be added to websites, embedded into emails, and shared on social media channels. Videos that share **clear, concise, helpful strategies** are a great way to engage your target audience, help people get to know you, and generate excitement about your book.

A short, simple author video is something you can record on your own. Guilford's Marketing and Web Departments can help you produce a polished final product.

Here are our top tips for creating author videos.

RECORDING

You don't need fancy camera equipment to record a quality video. **Most smartphones have a decent camera, or you can use the camera on your computer.** Make sure you have good lighting, avoid background clutter and noise, and—if possible—display a copy of your book. (If your book is not yet published, we may be able to send you a mockup of the jacket.) **If you are using a phone, make sure to record in a horizontal format.**

FORMAT

In general, it's best to choose one of the following two formats:

1. **Share a few effective, simple tips or tools** from your book. Here are two examples:

<https://www.youtube.com/watch?v=W8rGTuEkhXM&t=30s>

<https://www.youtube.com/watch?v=5S5-yKeo9ac&t=90s>

2. **Interview style.** In this format, Guilford's Senior Communications Manager will ask you 4-5 questions about your book. Interview videos can be recorded via Zoom. They are a good option if you have one or more coauthors who would like to appear in the video with you. Here is an example:

<https://www.youtube.com/watch?v=KQGFEGWVWDs&t=169s>

BEST PRACTICES

1. **Keep it short.** Aim for your video to be about five minutes long from start to finish.

2. **Be clear and straightforward.** This is not the time to share a synopsis of your entire book, or delve into its most complicated ideas. Instead, share a few uncomplicated concepts or "takeaways" from your book.

3. **Practice.** Rehearse what you are going to say once or twice before you record.

4. **It doesn't have to be perfect.** Don't worry if you stumble over your words or make a small mistake. Your video doesn't have to be perfect to be effective. Guilford can help you edit the final video.

USING YOUR VIDEO



GUILFORD WEBSITE & MARKETING

Guilford will add your video to your book's product page. Your video will also be sent out in a dedicated e-blast and shared on social media.



AMAZON

Author videos can be added to your Amazon Author Central profile. Often, we can also add them to your product page. ***Videos for Amazon product pages must be in the first format (tips/tools, not interview style). Videos for product pages must not contain any outside links, such as to your own website.***



YOUTUBE

We will upload your video to [Guilford's YouTube channel](#). If you have a personal or professional YouTube channel, or your university has YouTube channel, we encourage you to share your video there as well.



SOCIAL MEDIA

Facebook, Instagram, Twitter, LinkedIn and other social media platforms are a great place to share your video. We will share your video on Guilford's Facebook and Twitter accounts.

QUESTIONS OR ASSISTANCE

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