

Hello!

Below is a list of best strategies to help you with your Booked for the Week video! Thanks!

Before you record your Booked for the Week video, consider:

1. **What Book You'll Discuss - Focus on diversity when selecting books for your book talk.**
When possible: pair popular titles with not-so-well known titles, select books with a variety of different appeals, include books with broader representation (race, sex, gender, sexuality, etc.).
Consider the number of books you'll be selecting. The best videos are between two to three minutes, but no more than five minutes. Generally, you will want to discuss 3-5 books. Consider a specific topic or theme to help narrow down your selection.
2. **What You'll Say - Focus on appeals when discussing your books.**
Consider what you enjoyed best about the books in terms of appeal: character, storyline, setting, tone, writing style, etc. Consider genre, theme, audience. To avoid spoilers, if elements of the plot must be revealed, only cover those discussed in the first few chapters.
We'll be recording in segments. Consider how you'd like to divide your talk into segments.
In your opening segment, be sure to: introduce yourself, Booked for the Week, and your specific topic or theme.
In your closing segment, invite viewers to join the conversation in the comments, to follow us on social media, and to watch the next video.
3. **How You'll Say It - Focus on authenticity when talking about your books.**
To script or not to script is entirely up to you. If you do decide to use a script, know that you won't be able to read it on camera. It is best to memorize your script in segments. If you must look down at or refer to your script, do not continue talking until you look back at the camera (the pause will be edited out).
Practice: your pacing and timing, going over your words (natural is best), smiling and talking in the mirror, continuous eye contact with a fixed point while talking, not rocking or moving too much while you talk. Assuming you genuinely enjoyed your books, try to inject that energy into your words and talk conversationally, as if you were speaking with a friend.
4. **How We Film-** At the beginning of each new recording (called a take), the camera operator will say "rolling" to indicate the camera is recording. You want to wait 2-3 seconds before you begin to speak. Likewise, when you have finished what you want to say, you want to wait silently and maintain eye contact with the camera for 2-3 seconds. At this point, the camera operator will say "cut" to indicate the take is done and the camera is off. These buffers of silence before and after each take ensure the editor has plenty of clean film to work with. Immediately looking away or talking to the camera operator after you finish talking about your book can ruin an otherwise good take.

You will get a chance to record each of your segments several times. This gives you the chance to polish your performance and allows the editor to pull the best pieces from each take. Don't worry too much about being perfect each time. Also, don't worry about saying exactly the same thing each take--we are concerned about consistency of quality, not consistency of content.

For the day of your Booked for the Week video recording, consider:

1. What You'll Wear - **Do not** wear fine prints (particularly pinstripes, herringbone, and tiny dots) and shiny materials in clothing and jewelry. Fine prints strobe while metals and shiny materials reflect light into the camera. If possible, frame your face with color. Solid colors, particularly jewel tones, are best. Avoid colors that might wash you out, like skin tones, whites, and very light pastels (if you have fair complexion). Avoid neon colors as well.

If you have a choice between contact lenses and glasses, wear your contact lenses.

Wearing makeup is not necessary, but if you choose to wear makeup, use a light hand and go for a look that is comparable to the makeup you might wear to work.

2. What You'll Bring - If you are using a script, print it out and bring it with you. Use a font that is large enough to read from a distance of several feet.

Also bring as many of the books you will be discussing to your recording as possible. They will not be used in the video (which will have the book covers edited in), but rather for the promotional thumbnail and cover photo. (Please let the director or camera operator know if you cannot bring physical copies of your books with you so we can make alternate arrangements.)

Finally, feel free to bring anything that will make you comfortable during an hour-long shoot: a bottle of water, cough drops, a sweater, etc.