

# Audience Worksheet

	Your Book Trailer
Target Reader	
Target Buyer	
Target Age	
Target Gender	
Economic situation	
Sensibilities	
Book Genre	
Reader's Expectation	
Goal: Get viewer to: 1. Visit the website 2. Tell others on social media	

# Building Blocks - Worksheets

	Building Blocks - Fiction/Story
The hero or protagonist description	
Character flaw (adjective)	
Act-one crisis or life-changing event	
Protagonist's goal (objective)	
Protagonist's Motivation	
Challenge	
Obstacle	
Antagonist	
Ally	
Stakes	

	<b>Building Blocks - Fiction/Story</b>
<b>Deadline</b>	
<b>Set-up (ordinary world)</b>	
<b>Genre/Theme</b>	
<b>Praise</b>	

	<b>Building Blocks - Non-Fiction</b>
<b>Genre</b>	
<b>Key problem addressed</b>	
<b>Promise</b>	
<b>Differentiation</b>	
<b>Praise</b>	

# Approach Worksheet














	Approach Worksheet
<b>Trailer Level:</b> 1 Images, music, titles 2 + voice over 3 + live-action video	
<b>Approach</b>	



# Lead Timing Worksheet

LEAD Timing Worksheet	
<p><b>Lead - Answer the viewer's question: Why should I give you 30 seconds of my time?</b></p>	
<p><b>Excite – Build interest – Why should I continue to listen/watch?</b></p>	
<p><b>Amaze – Hook – Why is this book different?</b></p>	
<p><b>Direct – Directive – How do I learn more or buy?</b></p>	

# Trailer Arc Worksheet

 <p>SETUP</p>	Setup	
 <p>ORDINARY WORLD</p>	Ordinary World	
 <p>CHARACTER</p>	Characters – Protagonist	
 <p>MOTIVATION</p>	Motivation	
 <p>CRISIS</p>	Act One Crisis/ Inciting Incident	
 <p>CHALLENGE</p>	Challenge	
 <p>OBSTACLE</p>	Obstacles	
 <p>GOAL</p>	Goal	
 <p>STAKES</p>	Stakes	
 <p>DEADLINE</p>	Deadline	
 <p>PRAISE</p>	Praise	
 <p>DIRECTIVE</p>	Directive	
 <p>GENRE</p>	Genre	