

How to Advertise a Good Book



1. Goal:

- To get readers excited about a book, author, series, or genre

2. Getting Ready:

- Make sure you've read the entire book
- Choose a book or series you think your classmates will enjoy
- Think about what makes your book interesting
- Think about how you will capture the interest of the other readers in your class
- Write down page numbers or mark pages you plan to show the class with a sticky note before you present
- Practice your commercial before presenting it to the class

3. During the Commercial:

- Show the cover of the book to the class
- Start with a good lead (Sometimes a question gets the audience interested. *Have you ever wanted to eat chocolate for breakfast? If so, this book is for you!*)
- Tell the author, title, genre, library location, series, etc.
- Explain why you chose to share the book
- Tell a little about the book, *but don't give away the secrets*
- If possible, mention other books by the same author or other books in the same series

4. Tips:

- Look at your classmates
- Speak loud and clearly
- Show your enthusiasm
- Keep it short!

