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!