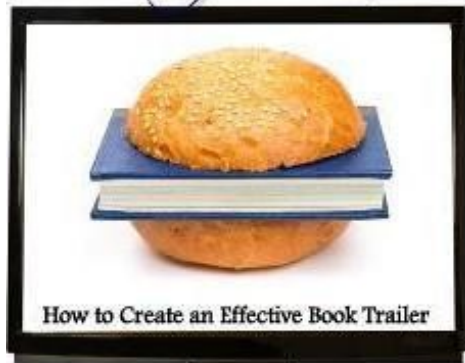


# People Eat with their Eyes



Bestselling Author  
**La'Tanyha Boyd**

## People Eat with Their Eyes : How to Create an Effective Book Trailer

La'tanyha Boyd



People Eat with Their Eyes: How to Create an Effective Book Trailer People Eat with Their eyes and a book trailer (video) captivates people and draws them in. Having a Video Book Trailer for your book will provide you with opportunities to connect with your audience and sell more books! Book trailers are a great marketing tool and are quickly gaining popularity among publishers and successful authors to help promote books and encourage people to read them. Bestsellers have them - why not you? Introduce your book and get potential readers excited! **FINALLY A BOOK TO TEACH YOU:** - How to capture the attention of your reader with a book trailer - How to design your own book trailer on a shoestring budget - How to use the book trailer to launch a marketing campaign with your book

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