

## **HOW TO CREATE AUTHOR VIDEOS FOR YOUTUBE – AND SELL MORE BOOKS! A Panel Discussion for PA-LA (Publishers Association - Los Angeles Chapter)**

**DATE:** Wednesday, May 18, 2016

**TIME:** 7:00-9:30

**PLACE:** Veterans Memorial Building, 4117 Overland Avenue, Culver City

Have you got a new book – or a vintage treasure whose sales you'd like to reinvigorate? YouTube is one of the best vehicles to get your work – and you – out to the world. And this panel is extremely well versed in how to create author videos that make books and authors shine. They will be sharing nitty gritty details of how you can do this yourself, at a fraction of the cost you'd expect, with the easy-to-use tools available today.

Specific topics will include:

**Content:** What is the key selling point for your book? What else should you consider including? How much is too much?

**Audience:** Who is your target reader? How does this effect your video's look and feel, and message?

**Style:** Different types of books benefit from different tones or mood. Our speakers will provide some examples of how visuals and music can really ramp up your message.

**Logistics and techniques:** Information on equipment, how to use it, including microphones, cameras, and what you'll need to capture your audio and video – digital voice, lapel vs camera-connected microphones, sound system, etc.

**Editing:** Once you have your footage, then what? The how-to's of video editing explained.

**Music:** Royalty free music isn't exactly free, but it is reasonable, and more.

**Uploading to YouTube**, and its new competitors: The good news is, it's getting easier. But there are still things one needs to know.

### **SPEAKERS**

**Gerald Everett Jones** is a freelance writer who lives in Santa Monica, *Bonfire of the Vanderbilts*, about an art scandal in 1890s' Paris, is his sixth novel. Before concentrating primarily on fiction, he authored, coauthored, or ghost-wrote more than thirty business and technical books, including *How to Lie with Charts*. That book has become a classic for college-level courses in business math and marketing.

He holds a Bachelor of Arts with Honors from the College of Letters, Wesleyan University, where he studied under novelists Peter Boynton, F.D. Reeve, and Jerzy Kozinski.

He is a top book reviewer on Goodreads.com and his reviews are also published on the Web by Splash Magazines Worldwide. And he is the host of the debut podcast GetPublished! Radio. You can reach him at <http://www.GetPublished.guru>

**Lori Marple** is a co-founder of Runkee Productions, (<http://www.runkeeproductions.com>) a creative media corporation with studios based in Los Angeles. The company provides a full range of audio and video production services. One specialty is the production of Audio Adventures: works by independent authors transformed into captivating, fully cast radio shows, as well as traditional audiobooks. Runkee Productions is helmed by winners of an Emmy® award and two Golden Mike Awards®. The business, creative, and engineering staff of Runkee Productions has over fifty years of combined creative and engineering experience in radio, print, film, and television. Runkee is also producer of GetPublished! Radio with host Gerald Everett Jones.

## **MODERATOR**

Ina Hillebrandt, speaker, author, publisher, writing coach, and editor will be the moderating the panel. Her newest book, *You Are Who You Eat*, is heading for YouTube in author and other videos. She is also appearing on radio and TV as a guest on talk shows, and will upload these when available. Known for her memoir classes and guide, *How to Write Your Memoirs*, Hillebrandt's first book, *Pawprints*, led the author to TV and web appearances, and following work with educators for the Jane Goodall Institute, to developing a literacy program, Pawprints Literacy Plus, with a curriculum guide, *Pawprints – The Student Prints*. Both *Pawprints* and Hillebrandt's memoir students' *Stories From The Heart, v. 2*, were named best sellers on Amazon.com. "Stories" authors are featured in a number of videos on YouTube created for Hillebrandt. Working with writing partner Todd Liebman, Hillebrandt has also adapted one of her books into a screenplay for film and TV. They are currently working on a treatment for a television series for other projects, including a scripted dramedy based on characters and writings in her memoir workshops. <http://InaTheMemoirCoach.com>. <http://InasPawprints.com>. <http://YouAreWhoYouEat.net>

**SHARON – PLEASE INSERT NEWEST ON BELOW. I AM UNCLEAR. THANKS!**

Reservations are not needed for PA-LA events, but do plan to come early to be sure you get a seat!

COST: \$5 for PA-LA members. \$15 for non-members.