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Reader Views Presents a Fresh Tool for Book Promotion with Web-based Videos

Book Review and Author Publicity Service website ReaderViews.com introduces PreViews, a modern, web-savvy service that offers international publicity with professional “movie trailers” for books.

(Austin, TX) After successfully completing the challenging process of publishing a book, many authors find themselves arriving at a new, and even more challenging step in their writing career: attracting an audience and gaining publicity for their book. Book review and author publicity service website ReaderViews.com offers valuable resources for this important step in an author’s career. Reader Views’ newest service is PreViews, videos created to promote books in the same way that movie trailers promote movies.

Reader Views has assembled an experienced and professional team to create state-of-the-art book PreViews, which combine images, text and audio to create a quality video that truly captures the essence of a publication. The PreViews service takes advantage of the internet age by posting each video to some of today’s most popular websites, including YouTube.com and MySpace.com, which receive millions of visitors each day from around the world. The videos are also published on ReaderViews.com, where they are featured with eye-catching prominence.

The goal of PreViews is to secure viewers’ attention quickly by conveying the feeling of a book in an original, salient medium. Through video, an author can emotionally connect his or her audience with a book by engaging their visual and auditory senses in a way that text alone will never be able to do.

Three affordable PreView packages are available, with increasing levels of video complexity. Reader Views allows authors to retain the rights to their video, so it can be published on personal web pages, distributed with marketing materials, or included in any other venue chosen to promote the book. Because video is such a new medium for book promotion, Reader Views also provides authors with helpful pointers and experienced advice for how to use their video to its fullest publicity potential.

“The PreViews are an excellent tool to capture the attention of readers across the world,” Reader Views managing editor Irene Watson says. “The videos have been incredibly effective at attracting readers who would never have noticed the book otherwise.”

PreViews are especially helpful for self-published authors or those published by small or independent presses. Reader Views specializes in providing services to these authors, including reviews, book editing, publicity packages and book proposal coaching.

For more information on PreViews or any other service offered by Reader Views, please visit www.readerviews.com.