

# Page Turners



PRESENTED BY .....  
THE AGENCY AT BROWN BOOKS

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**Every story has an author.  
Every author has a story.**

The Agency at Brown Books wants to help you tell your story to the world. You've done the hard work of writing your book. Now, let us give you dynamic marketing tools to help promote it.

*"Nearly 60% of media/marketing/PR professionals globally report VIDEO as the type of content with the best ROI."*  
—Forrester & Cision

\***Forrester** is one of the most influential research and advisory firms in the world. Forrester's unique insights are grounded in annual surveys of more than 500,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of innovative clients. **Cision** is a leading media PR technology and analytics company that enables marketers and communicators to effectively manage their earned media programs.

## ***Page Turners Talk Show***

We understand the impact video content has in helping you make your mark on the digital world. That's why we created *Page Turners*, a twenty-minute talk show, professionally produced in our in-house studio.

On camera, you will chat with our Emmy award-winning host, **Hilary Kennedy**, share inside stories on the creation of your book, your publishing experience and most of all—your message!





**WHAT  
WE DO  
FOR  
YOU!**

# Client Benefits and Value

## Pre-Production

Before the cameras roll, you will work directly with the *Page Turners* showrunner to:

- Schedule your production date
- Format topics and themes to be covered during the interview
- Review the script for your episode
- Receive professional coaching for presenting your material on camera

## Post-Production and Distribution

After your *Page Turners* episode is launched, you will have full and unlimited usage in a video format suitable for the web and social media. *Imagine the possibilities:*

- Broadcast on Brown Books digital media platforms (website, social media and YouTube)
- Post your episode on your website and social media platforms
- Share your show link with your professional contacts to build viewership
- Short clips from your episode may be used as B-roll for future media

## Book Trailer

In addition to your *Page Turners* episode, you will receive a sixty to ninety second book trailer. A trailer is a short “commercial” or brief creative hint of the plot or theme of your book. It utilizes your endorsements and gives information about how to obtain your book.

# Meet Your Host



## Hilary Kennedy

*Host*

**Hilary Kennedy** is an Emmy Award-winning TV host and anchor on The Blaze Network. She has appeared on *Access Hollywood*, *Extra*, *The Rachel Ray Show*, and published a book, *Career Diary of a TV Host: 30 Days on the Job*.

Outside the studio, she is a lifestyle blogger and volunteer at her church. When she's not working, Hilary is usually watching Ultimate Fighting Championship (UFC) with her husband and taking her two rescue dogs to play at the park.

# WHAT DO I DO?



**On Camera Tips**

# Your Interview

In studio, the lights are bright in your face, the red recording light is on and you hear the word “action.” Whether you’re a pro at speaking in front of a camera or a little hesitant, here are few reminders about your interview.

- Take a deep breath and speak at a normal conversation speed. Nerves may cause you to speak very fast and we want everyone to be able to understand you.
- Keep your answers concise. Stay focused on what you want to say to make sure you cover all your talking points. Practice speaking in front of a mirror!
- Relax and let your body move freely. Be aware of distracting actions such as fidgeting or excessively moving your hands. We want you to look natural on camera!
- Remember you are wearing a microphone! Always be aware of what you do and say while in the studio—it may be recorded!
- SMILE! Relax and enjoy the moment!





# WHAT DO I WEAR?

On Camera Tips

# Camera Friendly Clothing

Your image and appearance matter because you are creating a “brand” for yourself and your work. Please keep the following in mind as you put together your interview wardrobe. Bring a few options to try on camera!

## Wardrobe Do's and Don'ts

- ✗ Stark white, bright yellow or black
- ✗ Pinstripes close together
- ✗ Fabrics with complicated patterns
- ✗ Highly shiny or glossy fabrics
- ✗ Heavy fabrics
- ✗ Sleeveless dresses
- ✗ Large jewelry that rattles or sparkles
- ✓ Solid colors such as a navy blue, grays, purples, dark creams and browns
- ✓ A medium colored suit, if dressing more professional
- ✓ Clothes made of natural fabrics that tend to breathe
- ✓ Style your hair off your face



**The camera loves jewel tones!**



**WE LOOK FORWARD  
TO WORKING WITH  
YOU!**

