

Book Tour Signing with David Ewen is an internet television show.

The format is a talk show with a host interviewing an author.

OPEN (30 seconds)

MUSIC: Opening Sequence
IMAGE: Banner - Book Signing Tour
VOICE: Opening comments
SOUND: Applause

BODY (3 or 4 minutes)

IMAGE: Rotating - Author Face, Holding Book, Book Cover

Topics Covered

WHO: Host: introduces name of guest and book title
Guest: answers question about authors background

WHAT: Book Title & web site mentioned at start and end of show

WHEN: When was the book released? How current?

WHERE: How is the book available? Mention web site

WHY: Why would the reader be interested ?
What's in it for the reader?
Who is the audience?

HOW: What Inspired the author to write the book?

PREPARATION

Questions to Help Prepare for Show - Answers are two or three sentences (not one or four).

- (1) Tell us about you (mention your web site)
- (2) What is the title of your book?
- (3) What is it about?
- (4) Why did you write it?
- (5) Who is the intended audience?

CLOSE (30 Seconds)

IMAGE: Author head shot
VOICE: HOST: "Thank you for joining us on Book Tour Signing
VOICE: GUEST: "Thank You" or "It was my pleasure", etc.
IMAGE: Book Signing Tour Banner
MUSIC: Closing Sequence
VOICE: Thank you for watching Book Signing Tour. My name is David Ewen