

Name \_\_\_\_\_

Date \_\_\_\_\_

# BOOK COMMERCIALS

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The next step in our Book Commercial project is to write our scripts. You will need to have four important components included in your script: a hook, a summary, a cliffhanger, and a recommendation. Use this packet to plan out the components of your script.

## THE HOOK

\*Something that will grab the listeners' attentions (get them excited and interested).

\*Your hook could be: A quote that you liked from the book, a scary/funny/exciting part of your book read aloud, a connection to a movie, a question your listener can relate to (Ex. Have you ever felt like the world was against you?)

Try out a hook here: \_\_\_\_\_

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## THE SUMMARY

\*Tell about the characters, setting, and plot of your story

Give the title/author of your book: \_\_\_\_\_

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## The Cliffhanger

\*Leave your listeners wanting more so they'll read the book and find out what happens!

Your cliffhanger could be: An unresolved section of your book, leave something "up in the air," or tease them by saying "If you want to know what happens next, read the book!"

Try out a cliffhanger here: \_\_\_\_\_

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## RECOMMENDATION

\*Who would enjoy this book and why?

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## BOOK COMMERCIAL RUBRIC

<b>4</b>	<p>Your commercial is between 60 and 120 seconds long.</p> <p>You have all four components in your commercial: An enticing hook, a summary (including the author, title, description of characters, plot, and setting), a cliffhanger, and an appropriate recommendation.</p> <p>You add more to your commercial than you are asked to do. We are dying to read your book!</p>
<b>3</b>	<p>Your commercial is between 60 and 120 seconds long.</p> <p>You have all four components in your commercial: An enticing hook, a summary (including the author, title, description of characters, plot, and setting), a cliffhanger, and an appropriate recommendation.</p> <p>Your commercial makes us want to read your book!</p>
<b>2</b>	<p>Your commercial is not between 60-120 seconds long.</p> <p>You may be missing one component of your commercial. We are unsure if we want to read your book.</p>
<b>1</b>	<p>Your commercial is not between 60-120 seconds long.</p> <p>You may be missing 2 or more components of your commercial. We are left confused about your book.</p>
<b>0</b>	<p>Your commercial is unable to be filmed.</p>