

**BOOK COMMERCIAL SELF-EVALUATION**

*Directions: Put a plus sign (+) next to the items you did well, a minus sign (-) next to the items you could have done better, and a zero (0) next to the items you did not include. Be sure to describe your "hook" and your "visual aid" in the spaces provided.*

- \_\_\_\_\_ 3-6 minutes
- \_\_\_\_\_ show the cover of your book
- \_\_\_\_\_ tell the title and author
- \_\_\_\_\_ start with a good lead which means something that will "hook" your audience from the very start  
describe \_\_\_\_\_
- \_\_\_\_\_ tell the genre of your book (historical fiction, fantasy, etc.)
- \_\_\_\_\_ tell about the plot without giving away any secrets; this includes at least one of the major conflicts that occurs in the book
- \_\_\_\_\_ tell about the setting
- \_\_\_\_\_ tell about the main character or characters
- \_\_\_\_\_ read at least one important or exciting passage that is approximately one minute in length (or a collection of several passages that add up to about one minute)
- \_\_\_\_\_ make clear why the passage/s above is/are important or exciting
- \_\_\_\_\_ rate this book on a scale such as 1 - 10, 1 - 5 stars or a letter grade
- \_\_\_\_\_ describe why the book got the rating it did
- \_\_\_\_\_ suggest what kind of reader would like this book
- \_\_\_\_\_ include at least one visual aid (that you have created) that shows effort and creativity such as a drawing of a scene, a poster promoting the book, etc.  
describe \_\_\_\_\_
- \_\_\_\_\_ present the above material with enthusiasm
- \_\_\_\_\_ speak clearly and make sure your presentation is engaging

Explain the preparation that went into your book commercial. How did you decide on your presentation style and how many hours/days did you devote to creating the final product? Try to summarize your overall process.

Explain what you think you did especially well for your book commercial and why you were proud of these elements.

Explain what you would change, add or improve upon if you were to do a similar book commercial assignment in the future.

What is at least one thing you really admired about someone else's book commercial? Be specific as to who the presenter was, what they included that you considered noteworthy and why it was something that you admired.