

Short Teaser Promo Trailers for Your Video

I owe this column to a Debbie Holt of the Dept 56 Villages group in Facebook. She lives in Port St. Lucie, FL, and I've never met her, but I have corresponded with her via Facebook. In Dec 2017 she posted on Facebook a movie trailer that was 1:34 long and immensely clever.

You can find this video in the Dept 56 Villages FB page, but only if you're a member. Maybe this link will help:

<https://www.facebook.com/groups/27526444288/search/?q=debbie%20holt>.

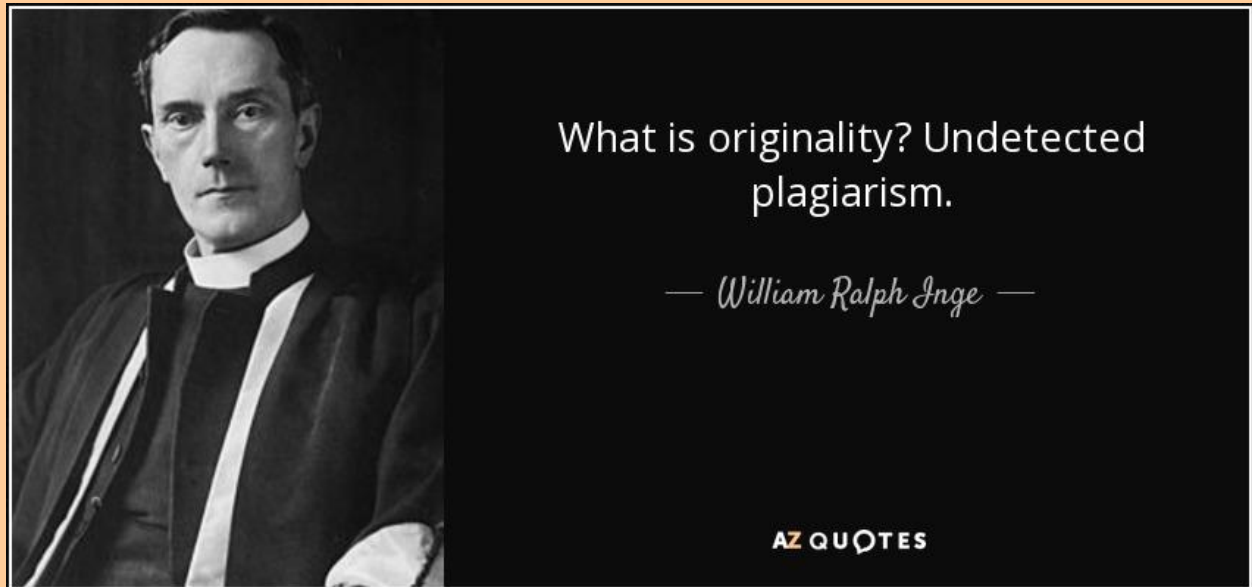
It was never posted on YouTube. After seeing her video, I just had to try this!

Be sure to check out all the other topnotch and timely columns on TheVillageCollector.com – the always interesting "Just So You Know (JSYK)" by David Spears, Brian Vaill's "The Train Station," Thea Heyink's "The Creation Station," "Phil & Sue's Village" (from England!), "From Italy: Villaging in Europe" by Peppe Apuleo (fascinating!), "Scratchbuilt" by Alan K. Rogers, "Villagers' Café" for guest columns, and "Coach is Here" by webmaster Bill Channell. **Please keep visiting the Village Videos page and watch, watch, watch.** There will be a new batch of village videos starting on the 15th of each month! So many ideas, so little time... and not enough money.

My wife Laura and I always make sure we go early enough to the movies to catch all the trailers for upcoming films. How else do you know if you might want to see that movie?

On my first try I borrowed heavily from Debbie's format for my 2019 Claire's Amazing Christmas Village trailer:

<https://www.youtube.com/watch?v=gkf0QQIKd2U>.



As soon as it's posted on YouTube it goes out as an email link to your subscribers. They're already primed for a new video (Oh boy! New content!) from you. You can reach others via posting on Facebook group pages that focus on Christmas villages. I received 26 likes and 32 comments. It was viewed 938 times.

2020 was the *annus horribilis* that we lived during the depths of the Covid-19 pandemic. Planning and working on your village that year was therapy for the time we hunkered down. I found an amazing song called *Christmas Virus*, and then I was off and running:

2020 Trailer for Claire's Christmas Village (3:15)

<https://www.youtube.com/watch?v=uXOyh4c5-dw>.

I borrowed the previous year's best YouTube video comments and put them into the promo trailer. If you can post the trailer soon enough, folks get excited, and I was able to post the promo in early October. They're planning and building their own village displays, too. The 2020 promo trailer has 639 views and 29 comments.



I was not alone. In 2021 a fellow named Jack Beltrane published a series of promo trailer style videos. These are very short and fun to watch!

The village (1:02)
Jack's Adventure's

<https://www.youtube.com/watch?v=ne-Cwt9bGuo>

The 100 acres Lemax woods (1:03)
Jack's Adventure's

<https://www.youtube.com/watch?v=kuCE-DZbHuU>

The Twelve days of snow (1:23)
Jack's Adventure's

<https://www.youtube.com/watch?v=7fDkaRfdQEU>

In 2021 I found a website that lets you customize a Star Wars-style intro for your own use. I was able to get this promo trailer published in mid-November. My village video muse, pammyj100, has a great sense of humor, so I was able to promote her as well. It has 372 views and 13 comments (these will grow over the years).

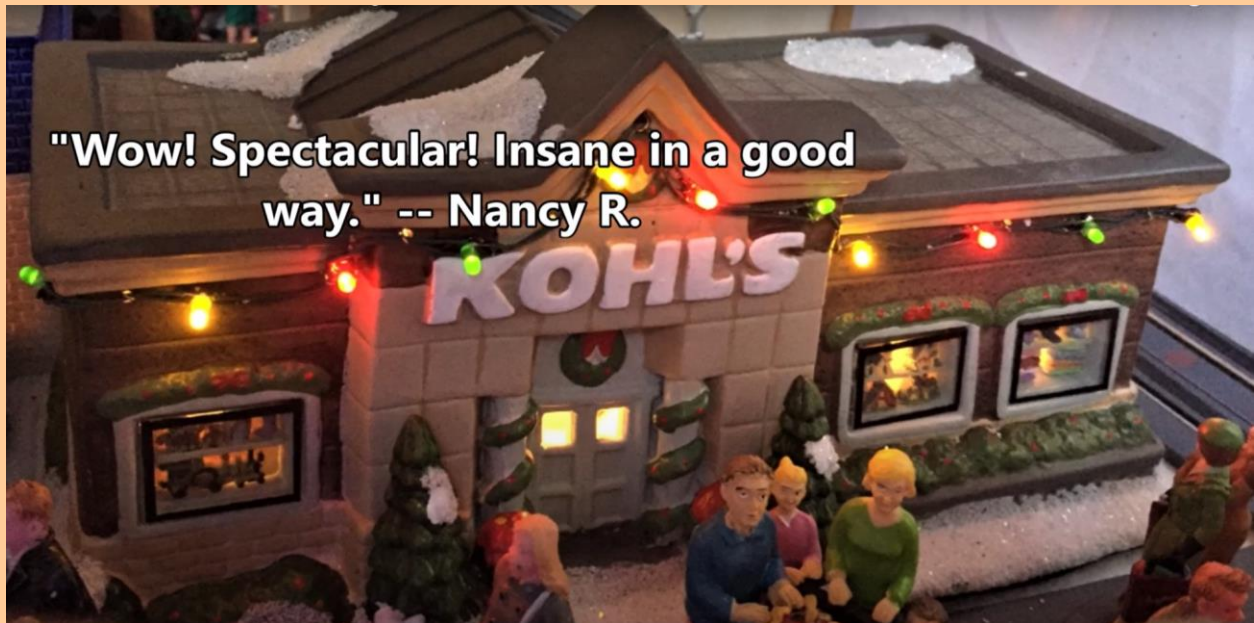
Movie Trailer for 2021 Claire's Christmas Village (3:01)

<https://www.youtube.com/watch?v=JuLF7RWN1F4>

Episode 10
CLAIRE'S CHRISTMAS VILLAGE
THE VILLAGERS BEGAIN THEIR HOLIDAY
TRAVEL AND CLARE THE MAYOR
DISPATCHES SECRET AGENTS TO
PROTECT THE DISPLAY FROM THE
EVIL GRAMPAS WHO WANT TO
DESTROY THE VILLAGERS' CHRISTMAS
TRAVEL. CLARE THE MAYOR
DISPATCHES SECRET AGENTS TO
PROTECT THE DISPLAY FROM THE
EVIL GRAMPAS WHO WANT TO
DESTROY THE VILLAGERS' CHRISTMAS
TRAVEL.

CLAIRE THE MAYOR dispatches
secret agents to gather
intelligence, while **GRAMPY JIRA**,
the last hope of the Jedi, leads
the buildings from the basement all the
way up the 3rd floor to assemble
the newest display and give the
tiny villagers first class
accommodations for the holiday
season.

**Meanwhile, The Great Muse
PAMMYJ100 brews in search of the
ultimate village video, determined
to destroy any threat to her
power....**



"Wow! Spectacular! Insane in a good way." -- Nancy R.

I liked the Stars Wars intro so very much that I used it again to promote my forthcoming 2022 video.

You can watch it here at:

2022 Movie Trailer for Claire's Amazing Christmas Village (3:56)
<https://www.youtube.com/watch?v=Was-L-ZUBM4>.



In my next column on The Village Collector, I don't know what I'm going to write about. I'm out of words for today and I'll try to do better next time.



Questions, comments and/or suggestions are always welcome. You can contact me at: jpetersgolfpro@gmail.com, 419 Washington Avenue, Newport, KY 41071.