



A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms

Andrea Phillips

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The First How-To Strategy Guide to Transmedia Storytelling

“Phillips’s book is a powerful tool for anyone who wants to make a career for him- or herself within the world of transmedia. Through her guidance, the reader is able to understand the fundamentals of transmedia and the power it can have when used with a compelling and strong story.”

—**David Gale, Executive Vice President, MTV Cross Media**

“Transmedia storytelling is a bold and exciting new arena for creativity and innovation. . . . Andrea Phillips provides a compelling, thoughtful, and clear guide to a next generation of creators in this medium. She demystifies the process and proves that you, too, can push the envelope and be part of the future of storytelling.”

—**Michelle Satter, Founding Director, Sundance Institute Feature Film Program**

“An excellent and fair-minded primer and survey of the underpinnings and fast-evolving techniques behind multiplatform narrative. Andrea Phillips is one of a small handful of writers capable of both practicing and clearly conveying the principles of transmedia storytelling. Highly recommended!”

—**Jeff Gomez, CEO, Starlight Runner Entertainment**

“A no-nonsense guide for the fun-filled and strangely awesome world of transmedia storytelling.”

—**C. C. Chapman, coauthor of *Content Rules* and *Amazing Things Will Happen***

Includes Q&A sessions with the world’s leading experts in transmedia storytelling

About the Book:

What is transmedia storytelling and what can it do for you?

It’s the buzzword for a new generation—a revolutionary technique for telling stories across multiple media platforms and formats—and it’s rapidly becoming the go-to strategy for a wide variety of businesses. If you work in marketing, entertaining, or advertising, transmedia storytelling is a must-have tool for pulling people into your world.

Why do you need *A Creator’s Guide to Transmedia Storytelling*?

If you want to attract, engage, and captivate your audience, you need this book. Written by an award-winning transmedia creator and renowned games designer, this book shows you how to utilize the same marketing tools used by heavy-hitters such as HBO, Disney, Ford, and Sony Pictures—at a fraction of the cost.

You’ll learn how to:

- **Choose the right platforms for your story**
- Decide whether to DIY or outsource work

- Find and keep a strong core production team
- Make your audience a character in your story
- Get the funding you need—and even make a profit
- Forge your own successful transmedia career

With these proven media-ready strategies, you'll learn how to generate must-read content, must-see videos, and must-visit websites that will only grow bigger as viewers respond, contribute, and spread the word. You'll create major buzz with structures such as alternate reality games and fictional character sites—or even “old-fashioned” platforms such as email and phone calls. The more you connect to your audience and the more you get them involved in the storytelling process, the more successful you will be.

This isn't the future. This is now. This is how you tell your story, touch your audience, and take your game to the next level—through transmedia storytelling.

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From reader reviews:

Agnes Henson:

Do you have favorite book? For those who have, what is your favorite's book? Book is very important thing for us to be aware of everything in the world. Each guide has different aim or goal; it means that book has different type. Some people truly feel enjoy to spend their time for you to read a book. They are really reading whatever they take because their hobby is usually reading a book. Why not the person who don't like studying a book? Sometime, man or woman feel need book if they found difficult problem or even exercise. Well, probably you will need this A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms.

Valerie Garrison:

This A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms are usually reliable for you who want to certainly be a successful person, why. The reason why of this A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms can be one of several great books you must have is actually giving you more than just simple studying food but feed a person with information that perhaps will shock your previous knowledge. This book is definitely handy, you can bring it just about everywhere and whenever your conditions both in e-book and printed people. Beside that this A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms giving you an enormous of experience such as rich vocabulary, giving you tryout of critical thinking that we understand it useful in your day action. So , let's have it and revel in reading.

Kristopher Lewis:

People live in this new day time of lifestyle always try and and must have the spare time or they will get lots of stress from both lifestyle and work. So , whenever we ask do people have time, we will say absolutely sure. People is human not really a huge robot. Then we question again, what kind of activity are there when the spare time coming to an individual of course your answer will probably unlimited right. Then ever try this one, reading books. It can be your alternative inside spending your spare time, the particular book you have read is definitely A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms.

Patricia Morales:

What is your hobby? Have you heard this question when you got pupils? We believe that that query was given by teacher to the students. Many kinds of hobby, Every individual has different hobby. And you know that little person just like reading or as reading become their hobby. You need to know that reading is very important in addition to book as to be the matter. Book is important thing to incorporate you knowledge, except your personal teacher or lecturer. You discover good news or update concerning something by book.

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