

Windhorse Publications' #lifechangingbooks campaign

Windhorse Publications has been publishing books on mindfulness, meditation and Buddhism for 45 years. Over that time, thousands of people's lives have changed because of reading a *Windhorse* book.

In our #lifechangingbooks campaign we're inviting you to:

- join us on social media to watch people talking about a *Windhorse* book that has changed their life
- make and share your own video using #lifechangingbooks
- donate to help us continue to publish life changing books.

Guidance for making videos

Preparation

- **What will you talk about?** Choose a *Windhorse* book that has had an impact on your life. Have ready a printed copy that you can hold when you are being filmed.
- **Where will you film?** Avoid filming outside, as wind and traffic noise can disrupt sound. We suggest a quiet room with an interesting background (not a blank wall).
- **Who will be involved?** You can film yourself if you like, but it might be easiest to ask someone else to film you.
- **What will you say?** Here are some prompts to get you started: When/why did you read this book? Why have you chosen to talk about it? In what way has this book changed your life?
- **How long does the video need to be?** Under two minutes – under one minute is even better! We recommend rehearsing what you are going to say and timing it.

Equipment

- If possible, stabilise your camera or phone, e.g. with a tripod or even a table.
- Use an external microphone if you've got one.
- Check that you are well lit, avoiding a silhouette. Natural daylight from a side window is best. Use as much light as possible (open blinds, switch on lights, etc.) Avoid direct sunlight.
- Check that the camera is focused on your face, and that you aren't in the centre of the shot. Use the rule of thirds if you can.

Filming

- Hold up the book during filming so that it can be seen clearly.
- Don't look directly into the camera. If someone else is filming you, ask them to stand or sit just beside the camera so that you can look at them.
- At the start of the video introduce yourself briefly with your name and where you're from. Also give the title and author of the book you've chosen.

After filming

- Share your video on social media, using the hashtag #lifechangingbooks and mentioning Windhorse Publications:
Instagram: [windhorsepubs](#) **Twitter:** [@WindhorsePubs](#) **Facebook:** [@windhorse.publications](#)
- We look forward to watching your video and finding out which *Windhorse* book has change *your* life.

Thank you very much for helping us with our campaign.