

Sacramento Book Review



Below is a clipping of your book review that appeared in the January 09 issue of the *Sacramento Book Review*. Thank you for sending us the book.

Youtube: An Insider's Guide to Climbing the Charts

*By Alan Lastufka and Michael W. Dean
O'Reilly, \$29.99, 301 pages*

Alan Lastufka and Michael W. Dean are both pro's when it comes to Youtube, Lastufka, alone, having 10,000 subscribers and a few million views on his many videos. Dean is a successful filmmaker and author who likes to delve into do-it-yourself art. With their book *Youtube: An Insider's Guide to Climbing the Charts*, Alan and Dean show the reader how to optimize every aspect of their videos, from encoding to promoting. This book is simple and easy to follow, and it will even teach you about the critical criteria of a good video. Things like storytelling, shooting, editing, creating a channel, and getting a dedicated and loyal following are all given in easy to read directions, and, if you can follow the instructions to the T with your own twist in here, you are guaranteed to become a success story. Although they can't make you rich, or even famous, Lastufka and Dean are sure to help you find your own talent at video making.

