

# Global Ebook Awards Judge's Score Sheet – Trailers



**Ebook/Trailer Title:** \_\_\_\_\_

**Ebook/Trailer author:** \_\_\_\_\_

## **Judging Criteria (Up to 10 points each. Higher is Better)**

### **Wow Factor (Speed/Enjoyment)**

\_\_\_\_\_ Viral Quality/Enjoyment (Engaging, Fun) (0 – 10)

\_\_\_\_\_ Hook (Something about it) (0 – 10)

### **Literacy (Editing/Proofing/Structure)**

\_\_\_\_\_ Use of Graphics (0 – 10)

\_\_\_\_\_ Free of Spelling or Grammar Errors or Distracting Dialog (0 – 10)

### **Plot (Draws you in, holds you, calls you to take action)**

\_\_\_\_\_ Grabs and your attention quickly and holds it. (0 – 10)

\_\_\_\_\_ Closes/Ends well WITH Call to Action. (0 – 10)

## **Trailer Design**

\_\_\_\_\_ Quality (Sound, video, images) (0 – 10)

\_\_\_\_\_ Writing/Subject handling. 0 – 10)

## **Whole Package**

\_\_\_\_\_ Overall viewing Score (0 – 10)

\_\_\_\_\_ Overall Recommend Score (0 – 10)

\_\_\_\_\_ **Total** (up to 100 points)

Please email [Becky@GlobalEbookAwards.com](mailto:Becky@GlobalEbookAwards.com) with:

1. The title of the trailer.
2. Your subjective comments, if any.
3. Your total (up to 100 points) score.

**Judges are encouraged to post reviews** of the ebooks they judge at Amazon.com, B&N.com, Smashwords.com, their own blogs and other review periodicals. Do not mention in your reviews that you are a Global Ebook Awards judge. We do not want reviews to affect the evaluation of other judges and we do not want nominees to know who their category judges are.