

**Everything You Wanted to Know
About Virtual Book Tours...
But Were Afraid to Ask!**



**Secrets for
getting your
book seen by
thousands of
new readers!**


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Qualifications

- Marketing online - 1994
- Conducted several virtual tours
- Bestselling Author of *Book Marketing Made Easy*
- Producer of Annual Book Marketing Conference Online
- Founder of Book Marketing Alliance

**Top 7 Virtual Book Tour
Questions**




1. What is a Virtual Book Tour?
2. Are there different types of virtual book tours?
3. Do I need a blog to conduct a book tour?
4. How does a *book blog* differ from other blogs?
5. How do I line up tour hosts?
6. How do I create multimedia content?
7. How do I keep organized?






What is a Virtual Book Tour?

- Take your book on tour, around the globe, without leaving home.
- Get your book seen by 1,000s of new readers
- Gain credibility
- Grow your audience
- Sell more books



Are There Different Types of Virtual Book Tours?

1. One Day Teleseminar
2. One Day Blog Blitz
3. Multi Day Blog Tour



Do I Need a Blog to Conduct a Virtual Book Tour?

- Your blog is the hub of your online world
- Your blog gives you search engine rankings
- Your blog gives you total control



 **How Does a Book Blog Differ from Other Blogs?**

- A book blog focuses on the book and the message of the author
- Attracts visitors that are interested in your topic.
- Provides easy access for visitors to purchase your book or find out more about your programs



 **How Do I Line up Tour Hosts?**

- Who do you know that has a blog?
- Which blog owners do you want to know?
- Who do you know who knows who you want to know?
- Focus on building relationships
- People listen to station WIIFM



 **How Do I Create Multimedia Content?**

- Book Reviews
- Book Excerpts
- Audio Interviews
- Book Study
- Video Tips





How Do I Keep Organized?

- Use Excel
- Create and Print off a Tracking Sheet
- Use Outlook and Color Code Activities





Is There a Program That Covers All These Strategies?

As a matter of fact...
www.VirtualBookToursMadeEasy.com



Here's to Your Virtual Book Tour Success!

