



## **Virtual Blog Tour – Bonus Details**

### **Responsibilities of the Author**

Any author who does a tour needs to realize there will be some time commitments. You may need to answer interview questions, write articles, pull excerpts, or compile information about yourself etc. You will get a list of the information we need you to compile for the tour. Remember the members of the team are all working to give you all the tools you need to make this campaign a huge success.

During the tour, I highly recommend that the touring authors visit the blogs that are posting each day. On the day of the Best Seller Campaign – there will be a lot of blog owners posting. We stay busy posting promos for each blog throughout the entire day.

Your comment can be as simple as a hello and thank you for sharing this information with your blog visitors or something like that. Some people refuse to participate and I liken it to being at an author event and having a potential reader approach you. When a reader walks up to you, do you talk with them or ignore them? You need to talk with them. It's the same on the blog tour – if someone comments on the site, you need to respond. This makes a good impression on your host and on visitors. It's good PR and easy. And last but certainly not least, it creates a backlink to your site. I've been shocked by the low number of people that post comments. I like to post comments online, but I've been a member in enough forums to know not everyone shares that idea

*A commenting tip – on most blog platform (Wordpress, Blogger, etc) you will see a box at the bottom of the comment area which says “subscribe to post” or “Email follow-up comments”. You want to check this box. That allows you to receive email notifications about any comment that is posted after your comment. This is a fantastic way to respond quickly and easily without taking the time to return to the blog post time after time.*

### **Things to Do Before the Tour**

- Compile the information we need – we will give details
- Post promos or the schedule on a wide variety of sites where you are known
- Post press release about the event on your blog

- Anything that is posted on your blog – should be circulated to your social sites
- Social bookmarking any of these posts is good – be sure that you bookmark things other than just your site.

Social bookmarking is a promotional option on the Internet that many people might not know about. There are several different ways to use it and I'll share some of the things I do to boost online exposure for me and for clients. It's an easy process that can get your web pages, blog entries, articles, videos and much more in front of a much larger audience. Most people use bookmarks (or favorites) in their own browser, but this is a way to bookmark pages that you like and you can share these pages with other people. I've personally found many articles and stories that I wouldn't have seen any other way.

### **Things to Do During the Tour**

- Visit the individual blogs and post a comment
- Post promos on your blog each morning and circulate to your social sites
- During the days of the tour- post on your social site profile
- You are invited to retweet anything we're circulating – Twitter addresses below

Nikki Leigh – [www.twitter.com/litekepr](http://www.twitter.com/litekepr)

### **A Typical Promo Post For My Blog**

A promo like this will be posted for each and every blog post during the virtual tour.

Phil Harris shares information about the book launch for The Heart of Marketing  
<http://philipharris.blogspot.com/2009/05/in-depth-interview-heart-of-marketing.html>

Did you miss their book launch on Thursday May 14<sup>th</sup>? We can give you this great offer for one more day. Buy the book today and \$8500 in free gifts. You won't want to miss this. In a matter of hours this offer will be gone.

Nikki Leigh – Award winning Author & Publicist

Book Promo 101 - <http://www.nikkileigh.com>

Follow Promo 101 Virtual Tours on Twitter - [www.twitter.com/litekepr](http://www.twitter.com/litekepr)

Visit [www.virtualblogtour.blogspot.com](http://www.virtualblogtour.blogspot.com) for all tour information

### **Sample Blurbs To Be Included on Each Post**

There are three different blurbs because things change during the tour. We want to encourage the largest number of people to buy the book on the big day of the campaign, so we push that date the hardest everywhere. If we also continue the tour for

a couple of days after the Best Seller date, we use the third blurb to keep the momentum going.

### **Sample Blog Blurb For Each Post Before the Best Seller Campaign**

Women of Wisdom by Kris Steinnes, is being offered beginning on June 23rd, 2009 at 12:01 am. We invite you to go to this page - [www.wisewomanpublishing.com/womenofwisdom.html](http://www.wisewomanpublishing.com/womenofwisdom.html) - to access the order page and then go back to this page to access the bonus page. On the Exclusive Private Invite page, enter your order confirmation code. That will allow you to gain entry to the bonus gifts that are available to people who buy the book on June 23rd.

### **Sample Blog Blurb For Each Post The Day of the Best Seller Campaign**

Women of Wisdom by Kris Steinnes, is being offered beginning on June 23rd, 2009 at 12:01 am. We invite you to go to this page - [www.wisewomanpublishing.com/womenofwisdom.html](http://www.wisewomanpublishing.com/womenofwisdom.html) - to access the order page and then go back to this page to access the bonus page. On the Exclusive Private Invite page, enter your order confirmation code. That will allow you to gain entry to the bonus gifts that are available to people who buy the book on June 23rd.

### **Sample Blog Blurb For Each Post After the Best Seller Campaign**

Women of Wisdom by Kris Steinnes, offered a special beginning on June 23rd, 2009 at 12:01 am. For our friends, this offer is extended, but only on the 24th and 25th. We invite you to go to this page - [www.wisewomanpublishing.com/womenofwisdom.html](http://www.wisewomanpublishing.com/womenofwisdom.html) - to access the order page and after your make your purchase, go back to this page to access the bonus page. On the Exclusive Private Invite page, enter your order confirmation code. That will allow you to gain entry to the bonus gifts that are available to people for just a few more hours.

### **Tweets to Post For the Blog Tour**

There are three different tweets because things change during the tour. We want to encourage the largest number of people to buy the book on the date of the campaign – so we push that date the hardest everywhere. When we continue the tour for a couple of days after the Best Seller date, we use a third set of tweets to keep the momentum going. Below are the sample tweets that we are using in a campaign this week to give you an idea of what is happening.

### **Examples of Tweets To Post *Before* the Best Seller Campaign**

Women of Wisdom - Order your copy Tuesday June 23rd and get over \$3000 in free gifts - <http://www.cli.gs/wow>

Women of Wisdom: Empowering the Dreams and Spirit of Women. Order your copy June 23rd & get over \$3000 in free gifts - <http://www.cli.gs/wow>

Empowering the Dreams and Spirit of Women in your life. Order a copy June 23rd & get over \$3000 in free gifts - <http://www.cli.gs/wow>

Empower the Dreams & Spirit of Women in your life. Order yours TODAY & get over \$3000 in free gifts - <http://www.cli.gs/wow>

Women of Wisdom (Empowering Women). Order a copy TODAY & get over \$3000 in free gifts - <http://www.cli.gs/wow>

### **Examples of Tweets To Use *During and After* the Best Seller Campaign**

Women of Wisdom: Empowering the Dreams and Spirit of Women - Order your copy TODAY and get over \$3000 in free gifts - <http://www.cli.gs/wow>

Empowering the Dreams and Spirit of Women in your life - Order a copy TODAY and get over \$3000 in free gifts - <http://www.cli.gs/wow>

Empower the Dreams & Spirit of Women in your life - Order a copy TODAY and get over \$3000 in free gifts - <http://www.cli.gs/wow>

Women of Wisdom (Empowering Women) - Order a copy TODAY and get over \$3000 in free gifts - <http://www.cli.gs/wow>