



PRINCE PERFORMANCE GROUP

EMPOWERING YOU TO PERFORM AT YOUR BEST

Virtual Book Tour Checklist and Sample Emails

4-Weeks Before Your Virtual Book Tour

(Check off each step as you complete it.)

- Determine the duration of your Virtual Book Tour (circle one):
1-day, 3-days, 1-week, 2-weeks, 1-month, other (specify): _____
- Determine how many blogs you want to visit. Record your answer here:
- When do you want your Virtual Book Tour to begin? (Minimum 30 days from today.)
Write your answer here and Mark it on your calendar:
- Name your Virtual Book Tour. Remember, it should be something memorable.
Write it here:
- Make a list of at least 20 keywords and phrases that describes your book.
- Set up a Google Alert for each of your keywords and phrases.
- Set up a Google Calendar or a similar online calendar that you can direct blog owners to so they can verify open tour dates.
- As you receive email notifications from Google Alerts, begin making your list of niche blogs to analyze. Record them on a spreadsheet or in a text document.
- Visit each blog that you've discovered. Analyzing its history, focus, posting frequency, domain name, incoming links, reader comments and past Virtual Book Tour occurrences. Record your findings on a spreadsheet or in a text document.
- Read through several blog posts of each A-Range blog that you've discovered so that you become familiar with the owner's writing style.
- Leave well thought out and relevant comments where possible. If time permits, read through several of the B-Range blogs that you've discovered too. Commenting where appropriate.
- Begin contacting the blog owners who are on your A-Range list.

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- Send a copy of your book to each of the blogs hosting a stop on your Virtual Book Tour.
- Announce your Virtual Book Tour on your own blog.
- Write an announcement of your Virtual Book Tour for the blogs that are hosting a stop for your tour. Send your Virtual Book Tour announcement to the blog owners who confirm they will host a stop on your virtual book tour.
- Begin gathering interview questions. Submitted via email, twitter, blog comments, online forms or any combination of these.
- Begin working on your media kit.

3-Weeks Before Your Virtual Book Tour

- Continue adding to your list of niche blogs for analysis and record them on your spreadsheet or text document.
- Continue analyzing the blogs you discover from your Google Alerts.
- Record your findings on your spreadsheet or text document.
- Continue contacting the blog owners who are on you're A-Range and possibly your B-Range lists.
- Continue sending copies of your book to each blog hosting a stop on your Virtual Book Tour.
- Finish your media kit. Write your press release.
- Post updates of your Virtual Book Tour to your own blog as they occur.
- Continue gathering interview questions via email, twitter, blog comments, online forms or any combination of these.
- As you receive confirmation from blog owners, send them your Virtual Book Tour announcement to post on their blogs.
- As you receive confirmation from blog owners, post a tentative itinerary of your Virtual Book Tour on your own blog.

2-Weeks Before Your Virtual Book Tour

- If your Virtual Book Tour schedule is not filled up, continue adding to your list of niche blogs.
- If needed, evaluate additional blogs you've discovered from your Google Alerts. Recording your findings.
- Continue contacting the blog owners who are on you're A-Range and B-Range lists.
- Continue sending copies of your book to each blog hosting a stop on your Virtual Book Tour.
- Continue to post updates of your Virtual Book Tour to your own blog as they occur.

- Continue gathering interview questions.
- As you continue to receive confirmations from blog owners, update the itinerary of your Virtual Book Tour on your own blog, your Google
- Calendar and send the blog owners your Virtual Book Tour announcement, that you wrote back in Week-4 tasks, to post on their blogs.
- Send or post your press release to online newswire services.
- Begin to write articles and interviews from the questions submitted by participating blog's visitors.
- As you continue to receive confirmations from blog owners, update the itinerary of your Virtual Book Tour on your own blog. Posting links to the homepages of the blogs hosting a tour stop.

1-Week Before Your Virtual Book Tour

- By this time your Virtual Book Tour itinerary should be completed. You can either extend your tour as you receive additional confirmations or let the blog owners know that your schedule is full and you will contact them for your next Virtual Book Tour. If your itinerary is not full, and you continue to receive replies from blog owners, send them the Virtual Book Tour announcement, which you wrote back in Week-4 tasks, to post on their blogs and update your Google Calendar and blog.
- Confirm your itinerary and outline what you'll be doing during the tour.
- Answer any questions from blog owners hosting a stop on your tour.
- Provide participating blogs with photos or images of your book's cover, your bio sheet, photos of you and your full Virtual Book Tour itinerary.

During Your Virtual Book Tour

- Email your articles, essays, interviews, etc. to each host 3-5 days in advance of your scheduled visit.
- Send a reminder the day before your scheduled visit reminding them to post your material.
- On each day of your Virtual Book Tour, visit each blog to confirm that the blog owner actually posted your interview, article or review.
- Once a blog owner has posted your article, essay, interview, etc., go to the original announcement on your blog and update it so that it links directly to the hosting blog's archived post. Do the same on your Google Calendar.
- Thank the blog owner in the comments shortly after they post your articles, essays, interviews, etc.
- Subscribe to the blog's Comment RSS Feed. That way you will receive an email update each time someone comments on your Virtual Book Tour stop.
- Reply to any comments received on your articles, essays, interviews, etc.

- Summarize your tour stops weekly on your blog.
- Be entertaining.
- Make a short announcement in your blog referring to the tour host's archived post and thanking them for their "great" interview.

After Your Virtual Book Tour

- Send a thank-you to all participating hosts.
- Write a post for your own blog summarizing your tour stops.
- Continue to answer comments on blog posts.

Sample Letter to Blogger -

Dear _____:

I am a big fan of your “[Blog Title Here]” blog, and especially enjoyed your recent entry on “[Recent Entry Title Here]”. I am coming out with a new book in about _____ weeks which I think you would enjoy and might add some fuel to the fire of the message you send out to your audience of [Insert Appropriate Wording Here].

The book is called [Insert Book Title Here] and connects with the audience around [insert appropriate wording here]. I am launching it with a virtual book tour and would love to be interviewed or have the book mentioned on your blog sometime during the month of _____, if possible, to coordinate with many other activities during that time. I will be giving a free [Insert Appropriate Item Here].

I would be glad to send you a copy of the book and to talk to you about this by phone. My website currently has link to your blog since I think it is one of the best around in terms of quality content to women (and/or men) who need your message.

Thanks for helping me with my book!

Best wishes,



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Virtual Book Tour Log				
Campaign Week # _____				
Updated: _____				
Name	Contact	Web URL	Phone	Notes
Websites the Author Would Like to Appear On/Link To				
Blogs the Author Would Like to be Interviewed/Mentioned In				
Podcast the Author Would Like to be Interviewed On				
Review Locations				

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