

What is a Virtual Book Tour?

A Virtual Book Tour is much like a traditional in-person book tour, but instead of traveling from city to city, hoping people will show up, you take your book on tour "virtually," to a wide variety of targeted blogs, across the Internet! Imagine being able to reach countless new readers, around the globe, without leaving home! Enter... the virtual book tour concept!

An important part of your virtual book tour is inviting readers to your blog to find out more about you and your book. Your blog can be the online hub for your book tour. It is where the hosts of your tour can access your media kit and it is where your visitors can view your videos and purchase your book.

To prepare for your virtual book tour, you'll want to "get ready for company." Make sure your blog is up to date, all links are in working order, you have compelling content of interest to your ideal reader, and your site is attractive and welcoming.

Post articles about your book and the topic of your book and invite guest bloggers to do the same. This will create excitement and get more people involved in your tour.

Your virtual book tour provides you with a platform from which to share your message and will put you on the map and allow you to build your audience, your brand, and your book sales. Sharing your message via a virtual book tour leads to increased sales and speaking opportunities.

One often overlooked strategy for harnessing the long-term power of a virtual book tour is to provide an enticing invitation and compelling reason for people to visit your blog. Offering a special report, a free chapter of your book, or access to an audio interview with an industry expert, creates interest and increased traffic to your site and will allow you to grow your list, and an ongoing relationship with your audience.

You can take your book on tour at any time; in honor of a book launch, a book's publication anniversary, during months or seasons of the year related to your topic, etc. You can also take your book on tour as many times as you'd like. There are no specific rules or have-tos. Simply, have fun touring your book and enjoy connecting with your readers and your virtual book tour hosts.

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