Supporting authors from manuscript to publication to promotion.

Virtual Book Tour Planning Guide

(Best started 4 to 6 weeks prior to book tour date)

1. Decide two things: the length of your book tour (1 or 2 weeks, 1, 2 or 3 days, etc.) and the start date.

2. Identify hosts (stops) for your tour. Create a list of possible host websites, blog, podcaster, radio interviewers, etc.

3. Contact all the hosts on your list with a request. Be sure to include information about your book and the dates of your book tour.

4. Compile your host list and prepare interview questions. (Minimum of 10 questions that can be answered via blog or website or during an audio interview).

5. Create a public calendar or update your website with your book tour dates and stops.

6. Block out your calendar to be available during the book tour dates for questions and responses.

7. Gather all of the responses to repurpose for your future book marketing!

Copyright © 2015 The Author's Assistants
www.TheAuthorsAssistants.com
C: 720.425.8536
E: Cheryl@TheAuthorsAssistants.com