

Build Book Buzz Publicity Forms and Templates

Virtual Book Tour E-mail Pitch Template

Online buzz is increasingly important to a book's success, especially since an Internet mention with a link to an online bookseller can provide instant purchasing gratification to the reader. This kind of chatter about books is also viewed as word-of-mouth promotion – a recommendation from a friend. This is more influential than other forms of conventional marketing, including advertising and direct mail.

While on a virtual book tour, an author visits specific Web sites or blogs during the course of a specified time period – usually a week. At each “stop” on the tour, the author might be interviewed, make blog entries, answer questions from site visitors, or submit their book for review – or any combination of these options. What sets a virtual tour apart from real-life book tours – besides the lack of travel expense and the fact that you don't have to dress up – is that once the content is posted on a Web site, it's available for later access – often indefinitely. This means that those who couldn't visit on the day of your appearance can still view the material any time – at their convenience.

Identify blogs read by your target audience (type “blog search engine” into Google and follow the links). Review past postings to determine which option – a Q&A, book review, guest posting, etc. – is the best fit for each site. Then send an e-mail inquiry to each blogger individually about three weeks before your tour should start. Use your preferred contact management system to follow-up with contacts and to schedule your tour stops.

Your brief e-mail message should include this information:

Your name, book title, and any special, relevant expertise. Put this in the first two or three sentences.

Your proposal. Are you proposing a book review? An author Q&A with the blogger? An author Q&A with blog readers? Author postings on the blog? Something else?

Timing. When is your virtual book tour?

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Other information that will influence the blogger. This might include links to favorable book reviews or an upcoming event that makes your proposal timely. Think in terms of what might influence the blogger to accept your proposal.

Your book's announcement press release. Paste this into the body of the e-mail below your signature. It's important background information that will answer many of the bloggers' questions about your book.

Next steps. Will you send a book if they write back saying they'd like to see it? Send a follow-up note in a few days? Make it clear who should do what next.