

BITS ABOUT BOOKS

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#BITSABOUTBOOKSBLOGTOUR INFORMATION FEE £100

Book blog tours are an important part of the launch process. They spread the word through many different channels and attract new readers. They can also be successfully used to relaunch books that have slipped under the radar. One of the parts of book publicity is a book blog tour for a new to be published book or for an already published book that could use extra attention – new readers.

Two to four months before publication day – start of the book blog tour:

- Reach out to bloggers for participation – at least 7 for a one-week tour
- Set up a preliminary schedule
- Share a custom-made image with your book blurb and/or a quote on social media.

Once I have recruited as many bloggers as possible, I will need

- The ARC (advanced reader's copy) or the MOBI (preferred, if not a PDF or Word document) of your book. This will be sent out to the bloggers on the tour
- An author photo and bio (we can create this if you do not have one)
- The book cover, and I will create:
 - 1) a **fantastic** banner
 - 2) a catchy blog tour poster.

Six weeks before the tour starts, a **Media Package** is sent out to the bloggers, containing:

- The book blog tour poster
- The book cover
- The blurb
- Author bio
- Author image

Four weeks before the book blog tour starts there will be a **Cover Reveal**. To enhance the effect of the cover reveal, provide the pre-order buying links to your book available so they can be included in the cover reveal posts.

Two weeks before the book blog tour: the **Countdown** starts,,, From then, I will regularly share the blog tour banner around social media to evoke interest for the upcoming tour – for your new book!

Furthermore...

I fully support the blog tour on my Facebook Page by sharing every day's entry for the blog tour and monitor the postings in several Facebook Book Groups. Also, I will share on Twitter, I have found Twitter to be extremely successful in sharing reviews and other book-related information.

The blog tour also includes the creation of blog tour quote posters which will also be shared throughout social media.

Are you interested?

Why not contact me and see if we can work together? Just remember, if you want to have a successful blog tour, allow for a solid timeframe to organise it, for instance four months before your publication day. That gives me more time to find bloggers to read and review your book as part of the book blog tour.

One more thing...

A blog tour gives extra attention to a book for a short period of time (from one week to about a month) in which your book is buzzing all over social media. I manage the entire process. A blog tour will succeed if we work together – if you, the author, invest a bit of your time during a tour in order to enhance the public's attention for your book, your book blog tour is the most important and best value advertising tool for your launch.