

Your Book Publishing Coach Newsletter

*The insider's guide to writing,
publishing, and making money with information products*

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*******MAIN ARTICLE*******

What's a "Virtual Book Tour," Anyway?

I'm not a techie, and glitches sometimes drive me nuts. Yet I firmly believe this:
Technology is an author's best friend!

Technology these days allows an author unprecedented opportunities to save time and money, sell more books, ignite word of mouth, connect with readers in ways previously undreamed of, thereby starting a relationship that allows the author to actually build a business around his or her book idea.

One case in point is the "virtual book tour."

Any time an author gets to talk about his or her book without being physically present, but doing it via phone or webcast, can be considered a "virtual book tour." An author can be interviewed one or more podcasts, for instance, and that can be considered a "virtual book tour." A radio blitz campaign can be considered a virtual book tour. Some PR companies set these up for authors, often at launch time, when the book first comes out. The idea is to hit as many places as possible in a short period of time to create "buzz."

The Ask Campaign VBT

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There is another kind of “virtual book tour” that was created by Alex Mandossian. This is a specific kind of campaign in which an “ask the author” page is set up on a web site, the author is interviewed by a host who asks the submitted questions, the book is offered for sale (sometimes with extra bonuses). You have to sign up and ask a question to gain access to the live call and/or recording that is usually made available afterward.

The beauty of this latter kind of VBT, from an author’s point of view, is that not only are you selling books—you are able to gather names so that you can begin a relationship with your readers. In most other kinds of “virtual book tours,” such as radio interviews, the author just explains the book, the listener buys the book (or not), but still there is no way to start an ongoing relationship with readers.

Of course, if the author is smart, on the podcast or radio interview he or she will have some kind of free offer so that the all-important relationship with the reader—or prospective reader—can begin.

The number one weakness of the way books have traditionally been marketed is there was no way for readers and authors to connect. Any marketing tactic, including virtual book tours, should have as a main goal building a list—i.e. obtaining contact information of people who are exposed to your message and want that continuing relationship with you.

There are other great benefits to an “ask”-type VBT, which I’ll be covering in future articles.

Sample a Virtual Book Tour

If you would like to see the “ask campaign” type of virtual book tour in action, I invite you to check out one of the VBTs I did recently.

One, which I hosted, was with Terry Whalin, and we talked about book proposals and getting published. If this interests you, [check it out](#).

Another example is the VBT where Suzanne Lieurance was the host interviewing me about my book, [Abundant Gifts](#). I shared stories from the book (and “behind the scenes”), and also answered questions from readers.

Questions about Virtual Book Tours and marketing books, and questions about how a gifts journal can open your eyes to all the abundant gifts in your life. Plus a few tough ones, such as “how do you know God even exists?”

You can [listen to the replay](#) to that VBT if you like. But first, you might want to check out the [ask your question](#) to get a feel for how it all works. (I’ll be answering questions not answered on the call, either in my [Abundant Gifts blog](#), my [Your Book Publishing](#)

[Coach blog](#), or here via articles--depending on the type of question.) After you ask your question, you'll be sent to the replay page where you can listen to or download the replay. (And buy the book, which is only \$10 for the hardback, and I will sign each copy.)

It Works for You 24/7

The beauty of these Ask-type VBTs is that once it's done, all you need to do is promote it. Through articles, your blog, posts in forums and on social network sites, press releases, business cards, your own personal contacts, you can invite people to visit your ask page where they can get their questions answered. This sets up a dialogue between you and your audience (or potential audience), so you know what's on their minds.

When you know that, you can be sure what you're writing speaks to their real needs.

Never before have authors had such an opportunity to get in touch with their readers and build relationships.

You can even do Ask campaigns before your book is written, or when the ebook version is completed, to find out what readers want to know, get feedback on titles/subtitles, or just about anything you want to ask your readers.

Can you see why I'm so pumped about Virtual Book Tours?

Many of the questions I was asked on the Abundant Gifts VBT had to do with marketing books through Virtual Book Tours, and I promised answered many of them on a teleseminar I did on July 24. To listen to that replay, go to <http://www.wordstoprofit.com/teleseminarreplays.html>. You may also [visit the VBT FAQ page](#).

The Appendix at the end of this newsletter is the Virtual book Tour Flow Chart. Print this out, and go to <http://www.wordstoprofit.com/VBTflowchart.html> to listen to an explanation of the Flow Chart. This is the very system I used to sell 124 books in 6 days!

*******JUMP START YOUR BOOK*******

Are you ready to start your book, eBook or information product NOW? Why wait another moment? Go to <http://www.WordsToProfit.com/JumpStartYourBook.html> and find out the 12 questions you must ask before you write your first word. Within a week you can start your book the right way, saving you hours, months, even years of wasted time and ensuring your book will be salable.

Also, when you get **Jump Start Your Book**, you'll get a 51- minute recorded coaching session which contains much more detail on how to create an information product from scratch.

Go now to <http://www.WordsToProfit.com/JumpStartYourBook.html>.

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*****INSIDER'S TIP*****

THE Secret to Making a Living from What You Know

Would you like to know the secret to making a living from what you know?

"Repurpose" or repackage your content into different formats.

It's as simple as that.

Most people think of conveying what they know by writing a book. Nothing wrong with that. It's still the best way to establish your expertise. After all, books have a centuries-long history as THE way to establish credibility. The media still look to authors as experts.

However, that same venerable history is also the reason why authors can't generally make a living from their books alone. (Unless you happen to be the next J.K. Rowling or Stephen King.)

A book has a perceived value of between \$5 (or less, given amazon.com where books can be bought for a penny) and \$29.95, tops.

Of that, bookstores get a 45 % discount, which means the publisher generally pays the author only what they "net" from their sales. And the author may get 10 % of that in royalties. That \$24.95 book may net the author only \$1.37 per book in royalties, after they pay their agent the 15 percent of the author's 10 percent.

A self-published author may make more per book, but still has to factor in the costs of production, distribution, paying a designer, editor, proofreader, etc.

The content of the book is the real gold, not the book itself. If you want to/need to make a good living from what you know, you need to find other ways to package your knowledge in higher-priced, good profit-margin products.

(We're talking nonfiction here. The best way to make a good living at writing fiction is to be very prolific in a genre that is very popular. Fiction is much less predictable than nonfiction, in terms of what you can expect to make as an author. It's also less adaptable to other methods of packaging.)

Lest this seem too mercenary to you, consider this: Not everyone learns best from reading a book. Some people learn through listening; teleseminars or audio products serve them better. Some people like to attend live events. Some people like the step-by-step approach of a home study course in a multi-media format. Others are more visually oriented and

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learn best through visual elements; video works best for them. Still others are online all the time and would appreciate an email course.

When you package your content in a number of different formats, you actually make it possible for more people to receive your information in ways that work best for them. You serve their needs better, even as you yourself earn more money from selling higher-ticket items with better profit margins. People are happy to pay for what they want and need.

When you think of different ways to repackage your material, I encourage you to stick with your natural strengths.

Do you like to write? Consider writing articles, Special Reports, eBooks, print books, ecourses, blogs, newsletters.

Do you like to perform? Consider public speaking, giving workshops and seminars, video courses.

Do you enjoy talking? Why not do podcasts, teleseminars, public speaking (if you also like to get in front of people—not all talkers enjoy this), Virtual Book/Product Tours, audio postcards.

Or perhaps you especially enjoy interacting with people. Coaching, whether group or individual, being on other people's teleseminars, interviewing people on your own teleseminars, social networking online can be ways of establishing your expertise and conveying your information in ways you can monetize.

If these ideas get your imagination going, I suggest you listen to the replay of the July 31 "Ask Your Book Publishing Coach" teleseminar in which Jeff Herring, "the Internet Article Guy," and I discussed how he has repurposed content to sell more. Here's the link: <http://www.wordstoprofit.com/teleseminarreplays.html>

If you have a question about how to repurpose your knowledge to sell more, feel free to ask your question at <http://www.askyourbookpublishingcoach1.com>.

*******MARKETING TIP*******

5 Advantages of an Ask-Type Virtual Book Tour

One of the things that has always been an especial challenge to authors is knowing whether anyone will be interested in what they want to write about. It's always been guesswork on the part of publishers and authors. (Which is one reason most book sales never match the investment the publisher makes, and most authors never earn enough

royalties to pay back the advance against royalties—if they were lucky enough to get a decent advance.)

Now, however, we do have the technology to find out what people want to read.

I think this will eventually turn the publishing world around. For better or worse, I can't say—at least in the short run. I suspect it'll be a mixed bag, like just about anything in life.

One of the newer technologies is the ability to ask one's audience, or potential audience, what they most want to know about a subject, through an Ask-campaign type Virtual Book Tour.

To me, the key ingredient in this kind of Virtual Book Tour is the built-in mechanism of asking people what their most important question is concerning your topic. Just talking about your book is powerful, but asking specific questions real people submitted kick it up several notches on the effectiveness scale.

Here are five things the "Ask" element allows you to do:

1. *It allows you to build relationships with your audience.* Before recent technology, a person would go into a bookstore, buy a book, and the author and book buyer usually never meet. With an Ask-campaign, you are able to develop an ongoing relationship with your reader. When they sign up for your VBT, they give you permission to keep in touch.
2. *You learn what your readers want to know.* This is a great way to develop further products, or hone your services to match just what you know people want to know.

There are different ways you can leverage the above two advantages when approaching publishers. For example, if you write an eBook and do a VBT, you can use what you learn from your audience to write a book that expands on your eBook in the areas people want to know more about. You have more clout with a publisher if you can tell them you have a large list and a proven track record that you can sell books with this method.

3. *You "set it and forget it."* Once you set up your VBT, have the live event, and put up the replay, it becomes a perpetual marketing system. It's not a one-time event that you have to repeat over and over (such as when you do radio interviews). Once you have the live event finished and the replay page up, you simply change a few things on the Ask page (such as that the event happened, and when they ask their question they can listen to the replay), and then it's up in cyberspace for good.

Rather than repeat your actions over and over, you can now turn your attention to promoting that Ask web page (so you can build your list and introduce people to your book by letting them hear you explain it via the VBT replay).

There are many ways to promote your VBT Ask page, and we'll talk about those in future articles, teleseminars, etc. Some of the more effective ways are articles submitted to ezine directories (in the resource or bio box, you point people back to your Ask page); press releases; postings on your blog; mentions in forums and on social networking sites; your business card; talks you may give.

4. *You have a continual stream of ideas for future content.* Since your market is telling you what they want to know on a continual basis (assuming you're continually promoting it), you will always have ideas about what to do next. From this you can repurpose content in any number of ways. All the while you can be confident that you are reaching your audience and giving them what they want.

5. *You can build a media page for your site around your Virtual Book Tour.* Your VBT replay can become part of your media page, showing the media that you can talk engagingly about your book and garner an audience. In addition, the questions you supply the media will come from the actual questions people submit. This can be a powerful draw for the media.

The Ask-type VBT overcomes so many of the stumbling blocks to selling books authors have struggled with for decades. We truly are living in an exciting new era. Never have authors had more resources at their fingertips to finally connect with their audience, build relationships, and sell their books!

If you would like to explore what a Virtual Book Tour can do for you, [contact Diane](#). You may also visit the VBT FAQ page: <http://www.wordstoprofit.com/VBT-FAQ.html>. If you have a question, [ask it now](#)—it may be one of those she answers on her upcoming teleseminar on Virtual Book Tours!

***** Q & A *****

Your Questions Answered

On my [Abundant Gifts Virtual Book Tour](#), I promised to answer questions that we didn't answer on the call itself.

(You can [submit your own question](#) at any time. Also, if you missed the event you can [listen to the replay](#) any time.)

Here's one that I believe many authors can relate to:

"How do I motivate myself to promote my book when it feels like such a big task?"

Oh, how I relate to Moreah's question! For a while, it felt like too big a task for me, too. However, I now have a good answer.

The answer is twofold.

One, figure out what you like to do. There are a myriad of ways to promote a book. In fact, John Kremer says there are 1001 ways. Who can possibly do that many! I love his book, but I confess the title throws me into overwhelm.

The flip side is, with so many ways to promote a book, you almost can't go wrong! When you focus on what you like to do, then it becomes fun. Motivation isn't a problem because you're doing what you love.

Do you like to write? Then concentrate on writing articles and submitting them to ezine directories, pointing people back to your sales site, where you talk more about the book and give people a sample somehow. (I have a great sampling of six [Abundant Gifts](#) stories in a very cool [Digital Web Book](#). But a PDF file of the first chapter or two is quite acceptable.)

Article writing is a very proven way to drive targeted traffic to your site. So is writing press releases. (I have a whole series on how to write press releases on my website. Check out the May newsletter.)

Do you like to public speak? That too is a proven method of getting people to buy their book. In fact, until recently it was really one of the few effective ways to sell a book. (Now, thankfully, we have the Internet and the myriad opportunities there.)

Do you like to talk? Consider starting a podcast. Or doing teleseminars on your topic. Get yourself interviewed on radio shows, online and offline.

Do you like to connect with people? Start a MySpace page, get on other social networks, visit forums. Find other people who are interested in your topic and connect virtually. This is one of the greatest opportunities afforded by the Internet.

So start with what you like to do, what comes naturally. That should keep you motivated. Don't let anyone else tell you how you "should" do it. Pick at least one of the above venues and just do one little thing every day. Then, maybe it becomes two things. Pretty soon you're on a roll.

Focus on getting good at just one or two things. That will then likely lead to other opportunities. The key to motivation is always to stay with your natural inclinations and build from there.

Hope this helps, Moreah!

Get Your Questions Answered ...

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If you have a question for Diane about writing, publishing and/or promoting a book, there's a new way to ask them.

Go to www.askyourbookpublishingcoach1.com and submit your question. (Note that this is an example of an open-ended Ask-type campaign. For more about that, see the articles on Virtual Book Tours at in this issue, as well as the Virtual Book Tour Flow Chart and the FAQ page.

I'll be answering all questions on free upcoming teleseminars. Even if you don't have a question but you would like to tune in, make sure you're on my newsletter list so you receive notification of the next teleseminar. You can listen in and hear the questions other people have and still learn a lot.

To listen to the teleseminar replays, go here:
<http://www.wordstoprofit.com/teleseminarreplays.html>.

*****RECOMMENED RESOURCES *****

To help you get published:

- To find out **everything you need to know about book proposals and how to get published**, Terry Whalin has put together "[Editor Reveals Book Proposal Secrets](#)," an audio training in 3 CDs that represent more than three hours of solid content. This resource will give you everything you need to know in order to prepare a killer book proposal that no editor will reject. If you want to get published by a traditional publisher, you need this resource! Without "insider information" like this, your chances of capturing an editor's attention are razor thin. However, with this resource, you will be well-equipped to avoid the traps and present your book in a way that editors will receive. [More information](#) about why I recommend this resource.
- [Sign up](#) to be notified of when the "**Book Proposals that Sell: How to Write A Proposal Publishers Find Irresistible**" course is ready. (No obligation.)

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The VBT System Flow Chart

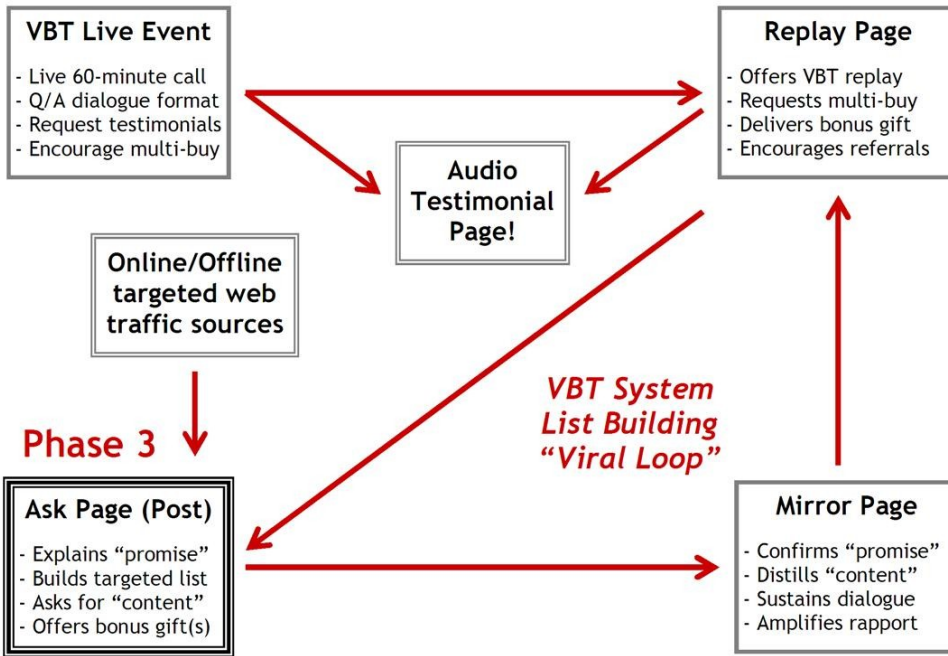
Phase 1

----- Time Frame: 1 to 3 minutes -----



Phase 2

----- Time Frame: 24 to 72 hours -----



----- Time Frame: 1 to 3 minutes -----

KEY POINT: Authors and info marketers have 3 opportunities to promote live Virtual Book Tours (VBTs): 1) E-book launch, 2) Hard cover launch and 3) Soft cover launch. Each previous VBT has a "cascading effect" on the next!

Call Diane at 630-665-0843 (if no answer: 630-779-2718) to discuss how a Virtual Book/Product Tour can **save you time and money, sell more books/products, connect you with readers, ignite word of mouth, and build your mailing list!**

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