



Promo 101 Promotional Services
A Beacon Shining Through the Promotional Fog

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Best Seller Virtual Blog Tour Options

These tours were developed specifically to work in conjunction with an Amazon bestseller campaign - however, they can be adjusted for other promotional campaigns. If you see something that catches your attention, let's talk and see how we can customize the campaign to fit your needs. I can be reached at nikki@nikkileigh.com

Benefits of Doing a Blog Tour

1. One reason to do a blog tour is to generate sales – but that's only the beginning.
2. Generate an online buzz about your book
3. Reach your target audience
4. Get details about you and your books to many people in a short period of time
5. Create additional links to your site
6. Let readers and potential readers to learn more about you and your books
7. Help blog readers get to know the person behind the book or other product
8. Search engines love blogs
9. Your information gets to search engines immediately
- 10 Give people the opportunity to communicate with you
11. Comments can give you the chance to see what your blog readers are thinking
12. Build credibility and increase visibility

For people in Kathleen Gage's Amazon Best Seller Course – I'm offering a special 15-20 minute one on one consultation to discuss YOUR niche market and the best way to reach them. This offer is only available to the first 5 people who sign up for a campaign.

(This offer expires February 28th, 2010. You need to book your tours before February 28th 2010 to take advantage of these plans and these prices.)

Read on for the Best Seller tour packages that we offer – keep in mind that everything can be customized to meet YOUR needs.

5 Day Amazon Blog Blitz

- Author visits 20-30 blogs
- Tour is 3-5 days (the time may be expanded in some cases)
- Each blog visit is promoted on 100 blogs and social sites
- Author receives "Insiders' Guide to Virtual Blog Tours"
- Press release written and distributed to promote the tour
- Suggestions to help you make the most of your campaign

This is an intense campaign and includes 20-30 blogs. We need a wide variety of information supplied by the author. We can discuss this tour option with more tour stops. This tour begins at \$950.

5 Day Platinum Amazon Blog Blitz

- Author visits 20-40 blogs
- Tour is 3-7 days (the time may be extended in some cases)
- Each blog visit is promoted on 100 blogs and social sites
- Author receives "Insiders' Guide to Virtual Blog Tours"
- Press release written and distributed to promote the tour
- 10-20 page promotional e-book in PDF form to promote your book (use with an opt in box)
- One month of promotional posts created for the author to post on their blog, social networks, www.booktour.com
- One hour personalized radio show interview with Nikki Leigh to promote your book – promotional MP3 available for promotion
- Review by Nikki Leigh, posted on her review site, Amazon and EvanCarmichael.com (high traffic business site) if the book is business, self improvement or self help, etc
- Complete archive of tour is posted on an easily accessible website. This allows you to "recycle" the information compiled for the tour.
- One on one consults to help you make the most of your campaign

This is an intense campaign and can include 20-40 blogs. For this campaign, I need a wide variety of information supplied by the author. We can also discuss this tour option with more tour stops. This tour begins at \$1350

Credibility Building Campaign & Amazon Best Seller Virtual Tour –

This is a very extensive campaign which includes all elements of the Platinum Amazon Blog Blitz. It also includes building up anticipation for your book and the campaign, an intensive blog tour centered several days around your campaign and a virtual tour with 2-3 blogs per day for two weeks after your campaign to maximize the momentum from the tour. The additional two weeks can use the same information we used during the tour or some hosts might want to send some interview questions. This can also include some niche internet radio show interviews if that suits your schedule.

It can include a Facebook group to promote the book and to share tidbits from the book leading up to the release. It can also include a customized Twitter account to post taglines that are created to promote your book. A Twitter chat room can be created with a custom hash tag to promote the book – and to generate Twitter attention. A blog to post details about the campaign can be added.

Social networking, social media, social bookmarking and much more are used for this tour. This tour begins at \$3000 – the length of the tour and the number of options you choose to include will alter the price. This is a highly customized tour to suit YOUR needs and the needs of YOUR book.

Download your Insiders Guide to Virtual Blog Tours at
http://www.nikkileigh.com/free_ebook.htm.

Feel free to contact Nikki Leigh with any questions – nikki@nikkileigh.com.

NOTE - All these tour packages and prices include the author doing their own written or live interviews, writing or contributing articles for tour spots, pulling excerpts from their book and other work that is needed for the individual sites during the tour. If you do not want to do that work – we can do that for an additional fee. Contact nikki@nikkileigh.com for details.