

For my Virtual Book Tour Email Pitch Template, I use this one I found from Self-Publishing Review – Article: 27 Places to Get a Book Tour (and the Top Ten). This sample came from an excerpted from Build Book Buzz Publicity Form & Templates. Please go to <http://buildbookbuzz.com/publicity-forms-and-templates/> This template has all the information you are going to need.

Virtual Book Tour Email Pitch Template

Your brief email message should include the following 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 posting on the blog? etc. What is it you want the book tour to do and what exactly you are paying for? Be specific.

Timing: When is your virtual book tour?

Other information that will influence the blogger: This might include links to favorable book reviews or an up coming 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 email below your signature. It's Important background information that will answer, many of the bloggers' questions about the 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.

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