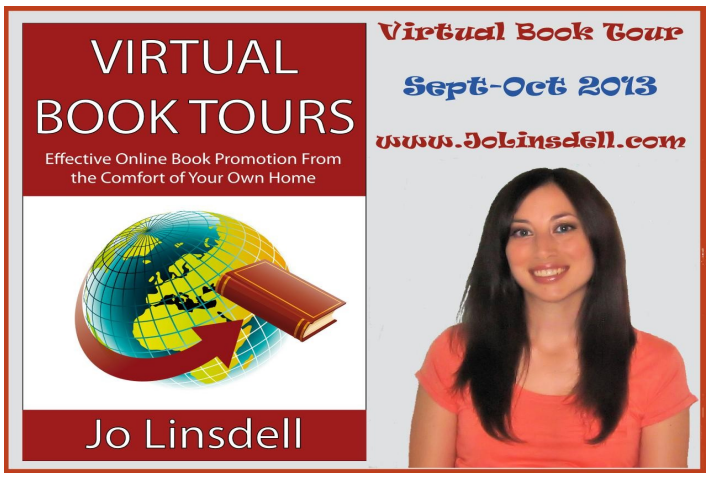
Jo Linsdell's Blog Tour

October , 2013 Featured Author



at

Time with Tannia

(http://timewithtannia.tripod.com)

By:

Tannia E. Ortiz-Lopés

About the book:

Virtual Book Tours are a great way to create a buzz for a new release or to put life back into an older publication. In this book I'll take you through everything you need to know to be able to set up and carry out a successful virtual book tour.

The book is divided into 4 main sections for easy navigation:

1) What is a Virtual Book Tour?
2) How to organise your own tour
3) Promoting a tour
4) Useful resources

You'll find it packed with links, tips, and advice to help make your tour a hit.

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Guest Post: My Book and Me

I've always loved books. For as far back as I can remember they've been part of my life. *The Hungry Caterpillar* was a favourite pre-school read. Later came books by Judy Blume and books in the *Sweet Valley High* series. I also loved those choose your own adventure books where at the end of each chapter you could pick what happened next. Through literature at school I got introduced to books like *Anne Franks Diary* and my reading tastes got wider and wider.

I loved creative writing activities at school and my love of books deepened with each one. I still remember a book project I did when I was about 9 years old. It was about the adventures of a rabbit. He ended up in a washing machine at one point. Then, during my teens, I started writing poetry as a way of venting my emotions.

The world of books fascinated me but I never thought it could ever become a career. It was when I came to live in Rome, Italy that all that changed. I got a job working for a company that published books for the dental industry. During my time there I learnt a lot about the publishing process. After that I got a job working at one of the main hospitals here in Rome. Part of my job was writing up research articles for the neurology department and submitting them for publication to various medical journals. Although the topics covered at both jobs weren't exactly fun to write about I did learn a huge amount about the publishing process, both for books and magazines.

It was whilst working at the hospital that I saw a call for submissions for an English language newspaper in Florence. I sent off an article, just to give it a try, and they published it in the very next issue. This was a real eye opener for me. From that moment I realised I could actually be a writer. Not just writing as a hobby but as a career.

Since then I've published 5 books, 4 of which have been best sellers. I've written articles for publications around the world and won a few awards along the way too. I'm writing about things that interest me and writing books that I'm passionate about. I love being a writer and feel like I'm living a life long dream.

It's not just the writing part I like about my job either. I'm a complete social media junky and love the marketing side of things too.

For my latest book I decided to roll it all together and write about one of my favourite marketing strategies: virtual book tours. I've been an avid blogger for years and during that time hosted thousands of authors, both directly and through tour companies that arrange virtual book tours on my Writers and Authors blog. I've done several successful virtual book tours for my own books and gained a lot of experience in doing tour from both sides of the fence. It's also one of the topics I get most asked about by other authors and so it seemed right that I put it all into a book. Sometimes, as writers, we need to search for ideas. Other times, like in this case, it's the ideas that find us.

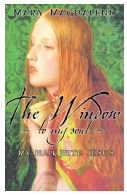
I wanted to write a book that had everything you needed to know to organise and carry out a successful virtual book tour. I pulled on my personal experience, both as an author touring and as a tour host, and the book was already writing itself. I reached out to my followers and writers groups via social media and collected a list of questions and notes from their experiences with virtual book tours. I wanted it to be as complete as possible.

Having explained what virtual book tour are, how they work, the types of stops you can do, and everything from pre-tour promotion to post-tour tasks, I created a resource section so they could put all they had learnt into action immediately.

Virtual Book Tours: Effective Online Book Promotion From the Comfort of Your Own Home became a best seller of day one of it's launch and has maintained its status since. All reviews so far have been 5 stars and it's doing well in readers lists on Goodreads too (currently ranking #2 for books about Book Marketing).

I'm really happy with the results and having great fun doing the virtual book tour to promote this book. I know I'm lucky to be able to do a job I love, especially as it's something I can do from any where (the flexibility is great as means I can do it without having to sacrifice too much time away from my kids). I wish I'd known I could be doing this when I was younger. I would have started my writing career sooner if I had.

If you really want to be a writer. Do it.



Tannia E. Ortiz-Lopés, author of *The Window To My Soul; My Walk With Jesus* (2004 Tate Publishing;). *El Espejo de mi Alma* (2011 Pleasant Word) .
Author's websites: timewithtannia.tripod.com., www.shoutlife.com/tanniaortizlopes, and www.myspace.com/tanniaortizlopes **Stock photography website:** http://www.bigstockphoto.com/search/photographer/Boricua63/
Gift Shop: http://www.zazzle.com/teolpuertorico

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READERS' COMMENTS:

Date Received: October 7, 2013
Name: Jo Linsdell
Email Address:(optional) jo_bins@yahoo.com
Web site URL:(optional) www.JoLinsdell.com
Comments: Thanks for hosting me on your site Tannia. You've always been very supportive of my projects right for the start and I really appreciate it.