



## Summary and Evaluation of Blog Book Tour for *Dream or Destiny* October 27-November 14, 2008

(updated 12/5/08 with info from one blogger who hosted two tour stops)

- ◆ Finding Hosts
  - Contacted bloggers who had previously offered to host me when they heard I had a book coming out as well as a few hosts I had targeted.
  - Put an announcement on blogbooktours yahoo group.
  - Put an announcement on my blog.
- ◆ Confirming Hosts
  - Sent an information packet for prospective hosts. (see below)
  - Discussed specific dates and formats via e-mail conversations.
  - Scheduled with hosts based their availability/preferences while trying to maintain a balance of interviews, reviews, and guest posts.
  - Sent another information packet for confirmed hosts. (see below)
  - Offered cover art and author bio and photo to each host.
  - Responded to interview questions promptly and sent guest posts in advance (normally a week ahead but in some cases only a few days).
  - Reminded the hosts a few days before the scheduled visit and asked them for the time their post would go live so I could schedule my announcement post for shortly after the tour stop was posted.
- ◆ Host Blogs
  - Eleven bloggers hosted me for a total of 17 visits—there were 2 stops each at 6 blogs.
  - Hosts were located in Germany, India, Belgium, Guatemala, Scotland, and the US.
  - Host blogs included blogs devoted to books and authors, blogs focusing on writing (for aspiring and professional writers), blogs for work-at-home moms, and blogs about blogging and social media.
- ◆ Content/Format
  - Six guest posts on writing and editing the book, cover art, advice for writers, and idea generation.
  - Five reviews.
  - Five written interviews.
  - One podcast interview.

#### ◆ Book Giveaways

- Offered a free book to each host—some in foreign countries received e-books and a couple didn't respond to the offer.
- Offered a free book to each host for a giveaway to readers—only three hosts took me up on the offer. One of the books was sent to the host and two were mailed directly to winners—one in the UK and one in Spain.

#### ◆ Promotion

- Announced the blog book tour on my Web site with a schedule and links to host blogs in advance of the tour.
- Announced each tour stop on my blog on the day of the stop.
- Announced the tour and individual stops on blogbooktours yahoo group.
- Most hosts announced my visits in advance and encouraged their readers to read and comment on the tour posts.
- At least one host sent a social media news release and promoted the stop on Twitter and other social media.

#### ◆ Time Spent

- Recorded 89 hours scheduling, writing guest posts, answering interview questions, and responding to comments.
- Did not record time spent communicating with hosts or responding to comments when it was only a few minutes while going through e-mail, which throughout the tour added up to several hours.

#### ◆ Results

- Host feedback (see report below)
  - Page views on individual blogs ranged from 34 to 2372 for the day of the post and from 45 to 5340 for the first week of the post, which was typical at 8 stops and more than usual at 8 stops.
  - Posts generated anywhere from 1 to 24 comments (excluding the host and me), which was less than usual at 3 stops, typical for 9, and more than usual for 3.
  - All the responding hosts gave positive feedback. No one made suggestions for improvement.
- The impact on book sales during this time period was negligible, but I hope my name and book recognition got a boost that will increase sales in the future.

#### ◆ Thanks

- Posted a thank-you comment on each blog on the day of the visit.
- Sent a thank-you e-mail to each host after the first day of the visit.
- Sent a thank-you e-card with a personal note to each blogger at the end of the week.

◆ Things to Consider for Future Tours:

- Though I thought communication went well with all the hosts, two hosts posted reviews I didn't know they were going to post, and both posted on the same day as a scheduled interview. I was happy they posted the reviews but would have liked to know ahead of time to draw more attention to them and spread them out. I didn't need to link to other hosts' advance announcements that just promoted the stop to the hosts' readers.
- Consider two shorter tours (two weeks with one stop per day) rather than 17 stops in three weeks. I think my own readers became less inclined to follow the tour after so many stops, and I had hoped to give my hosts traffic and new visitors from my blog.
- Look for blogs in other niches. I didn't visit any mystery blogs though the book blogs do cover mystery. Reviewers and interviewers have said a lot about the domestic violence aspect of the story so perhaps blogs focused on this topic would be a different—and productive—source of hosts.
- Be more assertive in scheduling. I gave the hosts the choice of what they wanted though I made suggestions and tried to balance the format among the different tour stops. Prospective guests have approached me with a specific request—such as a review or a character interview—rather than asking me what I would like to do. Though I want the host to choose a format she is comfortable with, I will be more assertive in suggesting subjects and formats. I was able to determine the content of some of the guest posts (some hosts asked for specific topics), but there was probably too many guest posts in relation to other formats.
- Check how easy it is to comment on a blog. Blogger blogs require an ID to comment; if, like me, the commenter uses her Google ID, comments are linked only to Blogger blogs. I maintain a blog on Blogger specifically to link to my primary blog, but some people avoid commenting for this reason.
- Look for blogs that have the “subscribe to comments” option. Responding to comments in a timely manner was easy with those blogs where I could subscribe to comments. As soon as I received an e-mail notification of a comment, I visited and responded. But I had to keep going back to the other blogs checking for comments, which wasted a lot of time and delayed my responses.
- Find out the blogger's moderation policy and schedule. One blog where I made two stops moderates each comment, and she moderates only once a day. So comments didn't appear for a day, then it took another day for my responses to show up.
- Make sure hosts know and agree to what is expected. I made the mistake of not informing hosts in advance that I would be asking for feedback after the tour. I had to make multiple requests to several of the hosts, and one never responded.
- Ask what promotion the hosts did. Add this to the feedback form in the future to see what difference Twitter and other social media makes in traffic.
- Final Thought: Though I didn't get as much traffic or sales as I'd prefer, I developed relationships with outstanding bloggers, met new readers, and had a wonderful experience!

**Information sent to bloggers who had expressed an interest in hosting:**



Thank you for your interest in hosting me on my blog book tour. I'm happy to share information about myself and my book so you can determine if I am an appropriate guest for your blog. I will send you a copy of the e-book now or the paperback book when it is available in mid-October.

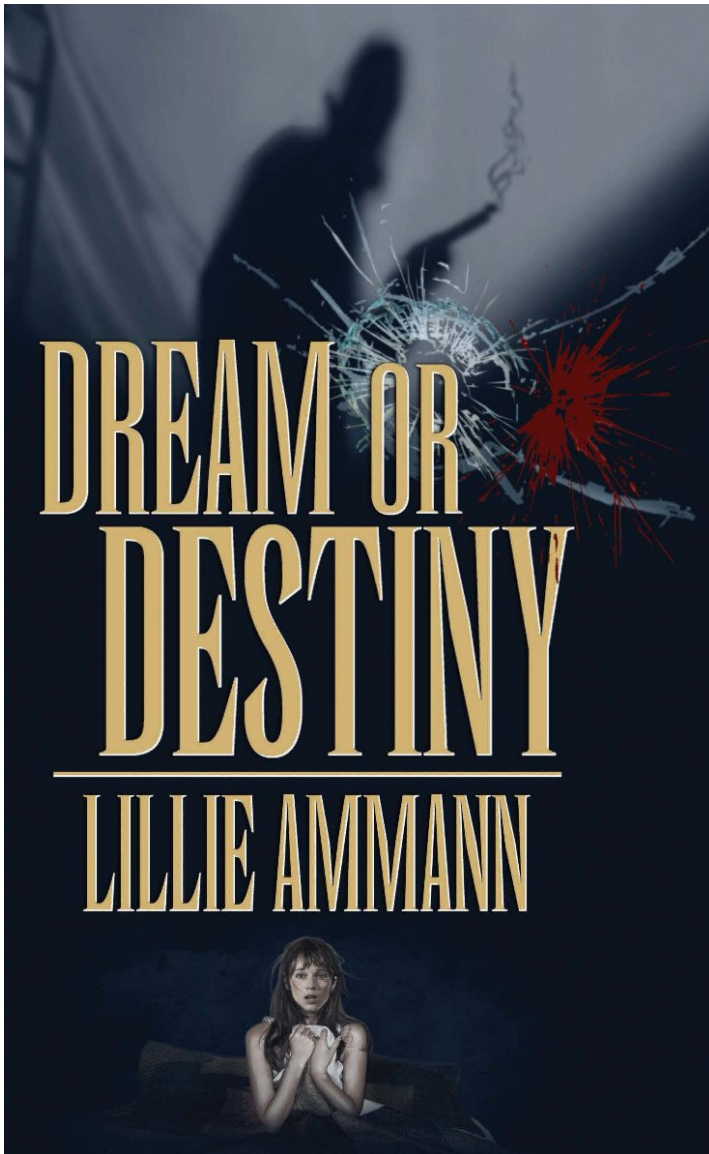
My goal is to visit a variety of blogs between October 27<sup>th</sup> and November 15<sup>th</sup> and to make each stop unique. I will answer interview questions (compiled by you or provided by me), write a guest post, or consider any other ideas you have. You can post an excerpt or your review of the book. I will visit your blog throughout the day to respond to comments and will provide a copy of the book for you to give away to a reader.

*Dream or Destiny* is a romantic mystery novel. Some items that can be highlighted on different blogs include the following:

- ◆ Marilee Anderson, the heroine, has a dream about the murder that really happened. She has had other dreams and visions that became real. I can talk about where I got the idea.
- ◆ Marilee is a business consultant and can give business advice.
- ◆ David Nichols, the hero, and his sister Barbara, the murder victim, were abused as children by a father who used religion as the justification of his abuse, which he called discipline. Though I'm not an expert on abuse, I did research on the subject and can talk about that.
- ◆ In spite of David's horrible experience in the name of religion, he has a strong Christian faith that developed after he left home. Marilee is also a Christian, and there is a bit of a faith element that would be appropriate for Christian sites.
- ◆ I first wrote the book several years ago then put it aside for a long time. When I looked at it again, some things had to be changed because of changing times.
- ◆ There's a bit of story about the cover that I can share.

I will post my schedule and promote my tour stops on my blog, which has averaged about 150 unique visitors and nearly 300 page views per day during the last three months.

Please let me know if you have any questions. If you would like to host a stop on my tour, [e-mail me](#) with your preferred date(s).



Marilee Anderson dreams about a murder and wakes to find it really happened. She and David Nichols, the victim's brother, become the prime suspects. Though they have their secrets and aren't sure they can trust each other, Marilee and David team up to find the killer.

Does Tess, "the crazy lady," know anything about the murder or is she just delusional? Does the cheating couple on the victim's floor have any information about the night of the crime? Why has the abusive father of the victim and her brother suddenly reappeared? What about Barbara's ex-husband? Will Marilee and David find the killer? Or will they end up in jail—or dead?

"Lillie Ammann's unique talent brings her characters to life in this tension filled suspense. From the first paragraph she'll have your heart racing as Marilee's nightmare takes over her life and changes it forever." ~ Diana Lesire Brandmeyer, author of *A Time to Dance*

"Lillie Ammann has written more than a book about two people trying to solve a crime. She

delves into the effects of grief and guilt, attraction and suspicion, compassion and evil." ~ Helen Ginger, Freelance editor, book consultant, writer, and speaker

[Read what others are saying about \*Dream or Destiny\*](#)

[Read an excerpt](#)



**Information for Hosts for Blog Book Tour for *Dream or Destiny*  
October 27 – November 14, 2008**

(See schedule at end of this document)

Getting what you need:

- ◆ Contact Lillie at [lillie@lillieammann.com](mailto:lillie@lillieammann.com) to ask for anything you need to make hosting as easy as possible for you.
- ◆ If you have not yet received a book, I will be happy to send you a print copy or an e-book—or both if you would like the e-book to read immediately and the print book to keep.
- ◆ I will send you cover art, author photo, and additional information upon request.

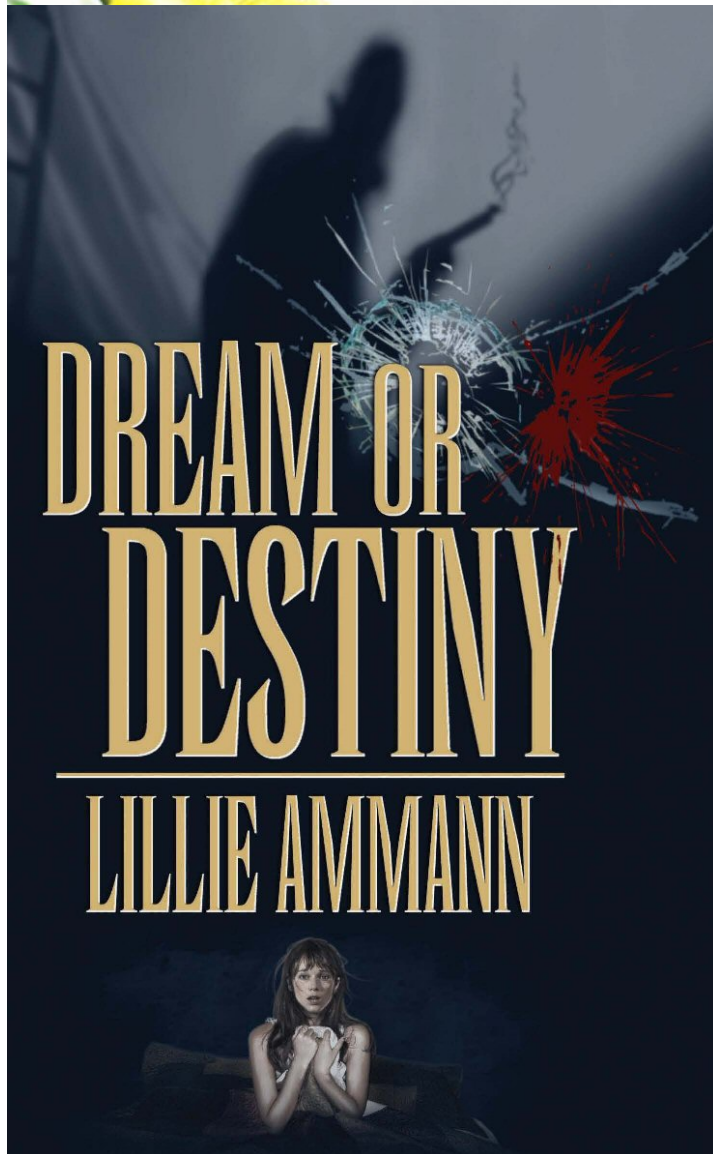
Links you may want to include:

- ◆ Web site: <http://www.lillieammann.com>
- ◆ Blog: <http://www.lillieammann.com/blog>
- ◆ Order page at GASLight Publishing, LLC: <http://gaslightpublishing.net/dream-or-destiny/>
- ◆ Also available at [Amazon.com](http://Amazon.com)  
*Dream or Destiny* by Lillie Ammann  
ISBN-10: 1933869038  
ISBN-13: 978-1933869032



*A Writer's Words, An Editor's Eye*

Lillie Ammann, Writer & Editor



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[Read an excerpt](#)

**Lillie Ammann—Blog Book Tour for Dream or Destiny—Schedule**[lillie@lillieammann.com](mailto:lillie@lillieammann.com)[www.lillieammann.com/blog](http://www.lillieammann.com/blog)

<b>Date</b>	<b>Host Name</b>	<b>Blog</b>	<b>Format/Topic</b>	<b>Book Giveaway</b>
Sat Oct 25	Brooke	<a href="#">The Bluestocking Guide</a>	Podcast interview	
Mon Oct 27	Karen Swim	<a href="#">Words for Hire</a>	Guest post: idea/prep for NaNoWriMo	send to winner
Wed Oct 29	VJ Lenin	<a href="#">Cute Writing</a>	Guest post: preparing manuscript to submit to agents and editors	
Thu Oct 30	Mihaela Lica	<a href="#">eWritings Online Public Relations</a>	Guest post	
Mon Nov 3	Misti Ssandefur	<a href="#">Life of a Writer</a>	Q&A provided by me	send to winner
Tue Nov 4	Ron Berry	<a href="#">Surreal Writer</a>	Review	send to winner
Wed Nov 5	Ron Berry	<a href="#">Surreal Writer</a>	Interview—he'll send questions	see above
Thu Nov 6	Joanna Young	<a href="#">Confident Writing</a>	Interview—questions received answered	
Fri Nov 7	Mihaela Lica	<a href="#">eWritings Online Public Relations</a>	Guest post	
Mon Nov 10	Jeanne Dininni	<a href="#">Writer's Notes</a>	Review & Contest	send to winner
Tue Nov 11	Mayra Calvani	<a href="#">Mayra Calvani</a>	Guest Post	
Wed Nov 12	Genesis Davies	<a href="#">At Home Mom Blog</a>	Interview—questions received and answered	
Thu Nov 13	Helen Ginger	<a href="#">Straight from Hel</a>	Guest Post: making changes in story because of society's changes	
Fri Nov 14	Jeanne Dininni	<a href="#">Writer's Notes</a>	Interview & answer readers' questions	see above

This is the form I sent to blog book tour hosts after the tour asking for their feedback on the results of the tour. The data shown is a summary of the responses. I made 17 stops on my tour at 11 different blogs—stopping twice at 6 blogs. Ten of the hosts, representing 16 stops, responded.



Phone: (210) 344-5554 ▪ Fax: (210) 344-1958 ▪ Email: [lillie@lillieammann.com](mailto:lillie@lillieammann.com) ▪ Web site: <http://www.lillieammann.com>

**Blog Book Tour for *Dream or Destiny***

Thank you for hosting me on my blog book tour for *Dream or Destiny*. To help me determine the effectiveness of the tour, I would appreciate your sharing as much of the following information as you can. Your individual information will remain confidential though I will summarize the totals for my own use and possibly to share with others on my blog or elsewhere.

Thanks,

*Lillie Ammann*

<b>Blog</b>	All Responding Hosts—10 of 11 hosts, 16 of 17 stops		
<b>Date of Visit</b>	October 27-November 14, 2008		
<b>Traffic to the post on the day of the post</b>	<b>Page Views</b> 5611—14 stops n/a—2 stops range: 34 to 2372	<b>Unique Visitors</b> <4193—14 stops (one did not have breakdown so counted page views) n/a—2 stops range: 13 to <2372	
<b>Traffic to the post for the first week</b>	<b>Page Views</b> 15204—16 stops range: 45 to 5340	<b>Unique Visitors</b> <10896—16 stops (one did not have breakdown so counted page views) range: 29 to <5012	
<b>Is this traffic less than you typically see on a post on your blog, about typical, or more than you normally see on a post?</b>	<b>Less</b> 0	<b>Typical</b> 8	<b>More</b> 8
<b>Number of comments (excluding yours and mine) on the post on the day of the post</b>	99 range: 0-24		
<b>Number of comments (excluding yours and mine) on the post during the first week</b>	115 range: 1-24		
<b>Is this number of comments less than you typically see on a post on your blog, about typical, or more than you normally see on a post?</b>	<b>Less</b> 3	<b>Typical</b> 10	<b>More</b> 3

<p><b>Do you have any other comments or suggestions about anything I could have done better to make your hosting job easier or to make my visit more enjoyable and interesting for your readers?</b></p>	<p>No I appreciated the fact that you popped in all day to answer questions. The fact that you linked to it helped a lot.</p> <p>This tour went very well on both days.</p> <p>I thought you did a great job and though lots of people came by, they just didn't seem too inclined to comment! Thanks, Lillie!</p> <p>No, you organised everything beautifully! I should also say there were some comments from people who hadn't commented before, which I always count as a bonus. Not to mention running an interview for the first time, which I enjoyed.</p> <p>No, I think you did a wonderful job, and I invite you back for any future book blog tours that you may schedule for upcoming books.</p> <p>Can think of nothing you could have done to make your visit any more enjoyable than it already was! Thanks for going the second mile to please my readers by being right there to respond to all their comments—even when I wasn't!</p> <p>Both my readers and I found your interview responses and your in-depth replies to their questions helpful and intriguing. Your friendly and cooperative attitude and helpful actions set a great example that other tour authors would do well to emulate!</p> <p>You were a perfect guest poster, thoughtful and quick to respond and your post was one of the highest traffic in October.</p> <p>I tend to get most of my traffic distributed to over 200 of my blog posts. And my posts rank well on search engines. So, I expect to see more comments and visits to the post in the coming days. I am always open to other writers to host their book tours within my blog. You can recommend me to anyone. The book tour was perfect.</p> <p>No. I'm glad you stopped by. Thank you very much.</p> <p>You are a brilliant writer and I am sure everyone enjoyed your entries. I usually get comments on my entries when I criticize something, so obviously my audience gets involved in controversy. So the number of comments on your entries is irrelevant. An average time on site for your entry in the first day was 37% from 29 seconds to 5 minutes and 9.2% from 5 minutes to 20 – this is very good.</p>
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