

“In an age of budget-conscious publishers and readers who are as likely to discover books from Google search as from browsing at a bookstore, the blog book tour makes sense.”

—Kara Jesella in her recent *New York Times* article, [The Author Will Take Q.'s Now](#)

The Digital Podium

BlogTalkRadio's Virtual Book Tour Platform



Book promotion is always a challenge, and authors need tools to help get their work noticed. And agents/publishers love when authors bring their own promotional skills and resources to the table when putting together a book to help reach the widest audience possible.

Traditional book tours, however, are becoming the purview largely of New York Times bestselling authors as they're more likely to draw crowds large enough to justify the costs of having an in-store appearance. Newer authors might be able to generate interest in a local market, but the return on investment may not be very high if only a few people show up. Plus—having a good crowd doesn't guarantee book sales.

That's why platforms like www.BlogTalkRadio.com are so essential for authors as they provide a free way to reach and connect with thousands of readers. Using an ordinary phone and computer (no downloads or software to buy), authors can create live, call-in, radio style shows that are archived when their live show is finished and made available via podcast. Shows created are then available 24/7 and provide a visceral and unique way for readers to get to know authors and their work.

As New York Times bestselling author, Brad Thor says (see sidebar), “...with Internet radio I can host a show about my book...and have real-time conversations with readers all over the world.”

In her [New York Times article](#), Kara Jessella quotes Felicia Sullivan, the senior online marketing manager of Collins, an imprint of HarperCollins: “If I had to choose, I'd rather have an author promote themselves online... You can reach at least a few hundred people on a blog, and save time, money and the fear of being a loser when no one shows up to your reading.” Jessella also points out that Sullivan, “*maintains that the Internet exposes authors to a broader audience than most bookstore readings.*”

If you're an author, agent or publisher, go to www.blogtalkradio.com now and click on, “**Become a Host.**” Signing up takes less than ten minutes, and you can create shows for free. Or consider implementing our White Label [Business Solutions](#) service that puts our tools in your branded environment.

Give your authors a powerful communications tool to connect with readers who will buy their books. Get their Virtual Book Tours started now so their voice can be heard online, internationally, all the time.

“One of the best things about being an author is the opportunity to meet and connect with your readers. That feedback is tremendously exciting. Now with Internet radio, I can host a show about my book, take call-ins, and have real-time conversations with readers all over the world. These are people I might never have met at a bookstore event.”

-Brad Thor, New York Times Bestselling author ,

[The First Commandment](#)

[His BTR Interview/ Site](#)

[His Post on Amazon](#)



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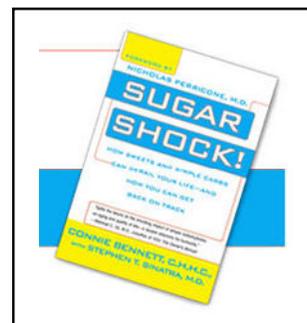
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“Having a radio show on Blog Talk Radio is a wonderful thing for an author to do. It's also clearly the way of the future.”

1. Having my [Stop SUGAR SHOCK! Radio Show](#) on [BlogTalkRadio](#) is helping to build my platform even bigger, which, of course, is what authors need to do. And since I'm a first-time author, I need to come up with innovative ways to get noticed -- having a radio show does this.
2. Every time I do the show, people are getting reminded about me and my book [SUGAR SHOCK!](#) and so I believe that this is helping to keep book sales going.
3. Fellow BlogTalkRadio hosts are learning about me and pushing my book to their fans. For instance, last night [Peter K, a fitness expert/nutritionist](#) had me on his show and he was really urging people to get my book.
4. Having my Stop SUGAR SHOCK! Radio Show gives me lots of credibility and cache, which, of course, can only help book sales.
5. The radio show enables readers and potential readers of SUGAR SHOCK! to have access to me and to hear my voice, which, of course, makes me more likeable and relatable. For my subject matter, it's important that people relate to me, because the Connie of 1998 is my target audience now.
6. The Stop SUGAR SHOCK! Radio Show makes people more aware of sugar's dangers and that I bring help via my book and programs.
7. Blog Talk Radio promotes my show every week by listing it on the schedule, and then when I have a big-name guest or special show, you run an ad, which helps to bring me new listeners and more people into my fan base—people I wouldn't otherwise have reached. (For instance, I had a guest who runs Slow Food USA, and BlogTalkRadio ran a really nice ad that brought more folks into my fold.)
8. When people hear me on the radio show, they often want to know more about my book and what I do and that drives them to sign up for my mailing list, which is at about 16,000 now -- and growing quickly. (It's jumped about 10,000 in the past eight months.)
9. People can listen anytime. They don't need to listen to the show live so I get to host it at whatever time is convenient for me. Most people listen to the podcast or they listen on their computer after the fact. This means that I can post something on my blog and mailing list to drive people to a particular episode. That, in turn, also could trigger book sales.
10. I'm gearing up for my next book so having this radio show keeps me in listener's thoughts so that when my next book comes out I have a huge radio audience to tell about it.



Connie Bennett, C.H.C.C.
Author, SUGAR SHOCK! (Berkley Group)

www.SugarShock.com

www.SugarShockBlog.com

www.BlogTalkRadio.com/stopsugarshock



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August 08, 2007

Rule the Web show: Richard Giles, Wednesday, August 8, 4pm Pacific

My guest on today's live call-in Rule the Web show (using the awesome [BlogTalkRadio](#) system) is Richard Giles, co-founder of [Scout24](#), the online content recommendation system.

To listen to the show, visit [BlogTalkRadio](#) at 4pm Pacific Time today, August 8, 2007. If you want to ask Richard or me a question during the show, call us at [\(646\) 915-8698](tel:+16469158698).

[Link](#)

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Posted by Mark Frauenfelder on August 08, 2007 in Podcasts and Screencasts | [Permalink](#)

1. Authors like top blogger Mark Frauenfelder, author of [Rule The Web](#), create shows using BTR's free platform—readers/fans call in live to chat with authors and their guests. [Click to see/hear Mark Frauenfelder's BTR page.](#)

2. Listeners hear archived segments on author's BTR site or go to author's personal blog/website.

3. Authors publicize their BTR shows on their site; visitors can also subscribe to their BTR podcast.

4. Authors (like Brad Thor, below) publicize shows in other outlets like Amazon to build multiple online outlets pointing unique visitors to their book to help increase sales.

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Brad Thor not touring near you? Don't worry!

9:50 AM PDT, July 5, 2007, updated at 10:15 AM PDT, July 5, 2007

One of the greatest things about being a writer is getting to meet your readers while you're on tour. But what if you have readers who can't make it to the cities you'll be visiting?

That's a great question and I think we have come up with a great answer.

On Thursday evening, July 26 at 9 PM ET, I will be doing an exciting, interactive world wide book event via Blog Talk Radio. I will be discussing my new thriller, *The First Commandment* and will take any questions you may have. It's fun, it's easy, and all you have to do is point your browser to www.BlogTalkRadio.com/BradThor to listen in. If you'd like to call in with questions, comments, or just to chat the number is

[\(646\) 478-5945](tel:+16464785945)

I hope you'll be able to join me!

Thursday, July 26, 2007

9 PM ET

World wide book event

Listen to Brad Thor discuss his new book and call in with questions and comments

www.BlogTalkRadio.com/BradThor

Call in # [\(646\)...](tel:+16464785945)

(For a full list of tour cities and dates, please scroll down to my July Tour Amazon.com blog entry or please feel free to visit my [web site.](#))