

J. Aday Kennedy - Interviews Children's Author, Donna M. McDine
<http://jadaykennedy.blogspot.com>

Donna McDine The Hostess with the Mostest Virtual Book Tours - [March 30, 2009](#)

Blog Name: Write What Inspires You!

Website Address: <http://www.donnamcdine.com>

Blog Address: <http://www.donna-mcdine.blogspot.com>

Offering writers of all levels an opportunity to learn from veteran authors with personal interviews, virtual book tours, book reviews and valuable writing information links to writer's resources.

Donna McDine is an award winning children's author, placing 12th in the 77th Annual Writer's Digest Writing Competition and recently signed her 1st book contract with Guardian Angel Publishing and she is the Marketing Manager for Stories for Children Magazine.

VBT Host Interview Questions Donna McDine

Donna is a regular host of virtual book tours. Let's see what we can learn about being a host.

Hi Donna. Thanks for dropping in and sharing your thoughts. Let's jump right in.

J. Aday: What are the benefits of hosting a virtual book tour?

Donna: I enjoy hosting virtual book tours because it provides me with the opportunity to meet authors. I not only learn about their current books, but I also take the chance to learn from them.

J. Aday: What's can a blog host do to boost exposure?

Donna: To boost the exposure of the visiting author, I blog and social network about the impending visit at least 1-2 days prior. I also send out a 2-3 sentence announcement to my writing network.

J. Aday: What would your ideal virtual book tour guest do? Describe the things that make a great virtual book tour guest.

Donna: Participation is key for the guest author. It is important for both the host and guest to encourage not only comments from the visitors, but for them to ask questions of the guest author. Of course the guest author can't stay online all day, but it should be noted the guest author will check-in periodically through the day to field answer questions.

J. Aday: Can you make some suggestions for the types of posts a person can make on a virtual book tour?

Donna: The three main posts I'm familiar with consist of an article on children's writing by the guest author, a book review or Q&A post. There have been times where I host the author on two different days and we go with a combination of the book review and Q&A. Again, both posts encourage comments and questions.

J. Aday: How can someone track the blog visits to a virtual book tour post?

Donna: Personally I use Statcounter at <http://www.statcounter.com> for my blog and web pages. I am able to access the stats via my account at any time of the day. Statcounter gives you the capability of breaking down your stats in many different formats and categories. It is up to the user. I do share the visit stats for the week with the guest author so they can get a feel of how many people were interested in their visit.

J. Aday: Have you hosted virtual book tours for people that have and have not used a virtual book tour planner? If yes, what was the difference?

Donna: I have hosted virtual book tours directly through the author and through virtual book planners (such as Pump Up Your Book Promotion and Author Marketing Experts). On my end hosting responsibilities are no different. I would suggest speaking with authors who have promoted their books through virtual book tours what their experience has been as an author.

J. Aday: Is there anything else you'd like to share with virtual book tour hosts and authors?

Donna: Hosting virtual book tours are a win-win situation for the host and guest author. In my experience any exposure an author can get is crucial to their success. It's like the old Herbal Essence Shampoo commercial, I'll tell one friend, you tell one friend, and they'll tell one friend, etc. As for the host, you make a personal connection with your guest author and you receive the added traffic and interest at your blog.