

The VBT System Flow Chart

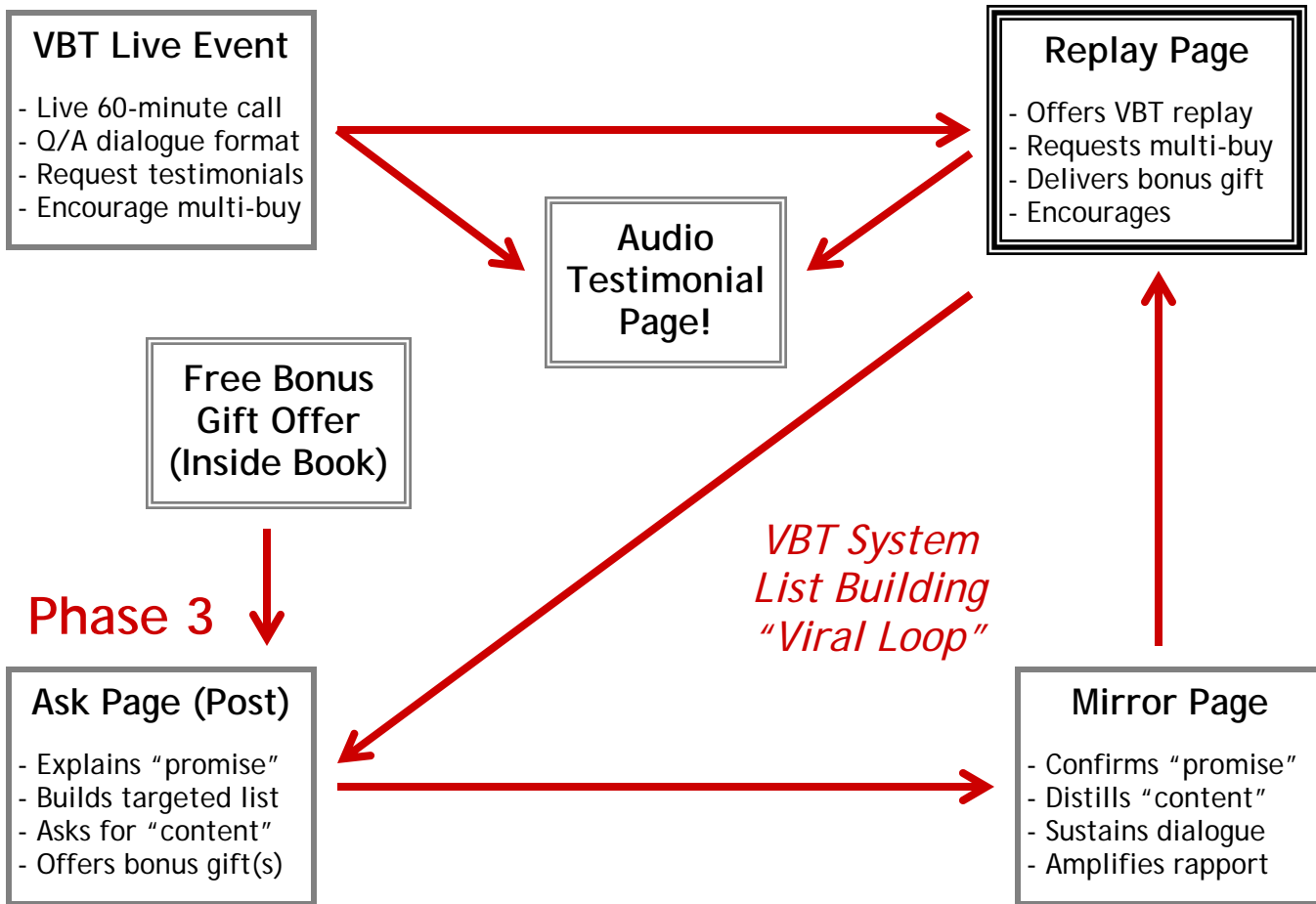
Phase 1

----- Time Frame: 1 to 3 minutes -----



Phase 2

----- Time Frame: 24 to 72 hours -----



----- Time Frame: 1 to 3 minutes -----

KEY POINT: Authors and info marketers have 3 opportunities to promote live Virtual Book Tours (VBTs): 1) E-book launch, 2) Hard cover launch and 3) Soft cover launch. Each previous VBT has a "cascading effect" on the next!