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VIRTUAL BOOK TOUR SYSTEMS™

21 “Repurposing” Ideas Generated from ONE 60-Minute Virtual Book Tour Call

- | | |
|----------------------------|-------------------------------------|
| 1) <u>E-Book</u> | 12) <u>Audio Postcard(s)</u> |
| 2) <u>Mini E-Course</u> | 13) <u>Autoresponder(s)</u> |
| 3) <u>CD</u> | 14) <u>Newletter(s)</u> |
| 4) <u>Podcast(s)</u> | 15) <u>Fax Tip Series</u> |
| 5) <u>Blog Post(s)</u> | 16) <u>Online Audio(s)</u> |
| 6) <u>Online Video(s)</u> | 17) <u>Booklet(s)</u> |
| 7) <u>Paper Transcript</u> | 18) <u>Live Workshop</u> |
| 8) <u>PDF Report</u> | 19) <u>Article(s)</u> |
| 9) <u>Certification</u> | *20) <u>Upsell Offer(s)</u> |
| 10) <u>Pre-Loaded iPod</u> | *21) <u>Free Bonus Gift(s)</u> |
| 11) <u>Flash Drive</u> | * Bonus <u>Resell Rights</u> |

“Full effort is full victory.”

Mahatma Gandhi (1869-1948), spiritual leader and pioneer of non-violent, mass civil disobedience (a.k.a. “*Satayagraha*”)