

ZOOLOO'S BOOK TOURS

EVERY BOOK

DESERVES ITS MOMENT

THE ZOOLOO'S BOOK TOUR GUIDE

Everything you need to know before your adventure begins

Personal, professionally managed book tours

Passionate reviewers, plenty of bookish noise and support from beginning to end.



● Why Choose Zooloo's?

Your book is a big deal to you. It's a big deal to me too.

Hi, I'm Zoé - the person behind Zooloo's Book Tours.

I know how much time, work and hope goes into putting a book out into the world, and I want your tour to feel exciting rather than like another thing you need to manage. It's an adventure!

That's where I come in. I'll find readers who genuinely want to discover your book, organise your tour, keep everything moving and make plenty of noise about it along the way.

You'll know what's happening before your tour starts, you'll be able to follow everything while we're live, and you'll receive a proper record of your tour afterwards.

You enjoy seeing people talk about your book.

I'll worry about running the tour.

• Why Choose Zooloo's?

Your book isn't just another date in the diary.

THE RIGHT READERS

I look for reviewers who are genuinely interested in your book and its genre.

YOUR BOOK GETS SHOUTED ABOUT

I promote the campaign, celebrate the reviews and share the brilliant things people are saying.

YOU'RE KEPT IN THE LOOP

A Pre-Tour Report before we begin, live updates while we're touring and a Post-Tour Report afterwards.

THE ADVENTURE ENDS.

THE SUPPORT DOESN'T.

Once the final tour stop is over, I'll follow up with reviewers and bring your campaign together in your Post-Tour Report - because I don't believe in disappearing the moment your tour finishes.

• Don't Just Take My Word For It...

"Working with Zoe on my latest book tour was a wonderful experience. She went out of her way to ensure everything went smoothly, kept me up to date with reviewers and followed through on the social media posts. I had the best time too! Highly recommend signing up for a book tour."

— Jessica Huntley

"Zoe organised a fantastic tour for one of our books. She gathered a breadth of reviewers who gave very honest and well thought-out reviews, kept both me and the author involved at every stage, and kept the tour active on social media. Her energy and enthusiasm shone through."

— Hobeck Books

"The quality of the bloggers was a huge plus for me — avid readers, strong social-media followers and, crucially, genre literate. Zoé's promotion and communication were second to none, and the post-tour follow-up saved me hours by bringing together review links and quotable lines."

— O.C. Heaton

"I found Zooloo's Book Tours through a recommendation from another author and I didn't regret it. Zoe is quick and professional, the reviewers were great, and I came away with more reviews and some brilliant quotes to use. I will definitely be coming back."

— Miranda Boers

Trusted by independent authors, traditionally published authors and publishers.

Big enough to get your book seen. Personal enough to know exactly which book is yours.

. Choose Your Zooloo's Adventure

There's no one-size-fits-all book tour. Choose the adventure that works for your book.

5-DAY BOOK TOUR - £90 A focused burst of bookish attention A shorter campaign while still enjoying the full Zooloo's tour experience.	7-DAY BOOK TOUR - £110 The Classic Zooloo's Adventure A full week dedicated to your book, giving us time to build momentum, share reviews and keep your book appearing in readers' feeds.
10-DAY BOOK TOUR - £150 A Little More Bookish Noise A longer campaign with more tour stops and more time for your book to enjoy the spotlight.	14-DAY BOOK TOUR - £170 The Big Zooloo's Adventure Two full weeks of tour activity for books looking for a larger campaign.
30-DAY BOOK TOUR - TBC The BIGGEST Zooloo's Adventure A month of fun in the spotlight	Looking for something a little different? Publication-day promotion, audiobook, series, backlist book or something that doesn't fit neatly into a box? Talk to me and we'll work out what suits your book.

• What Does My Adventure Include?

BEFORE YOUR ADVENTURE STARTS

- Thoughtful reviewer recruitment - readers who are genuinely interested in your book and genre.
- Instagram-sized tour artwork for your campaign.
- Coming Soon promotion across Zooloo's Instagram and Facebook.
- A dedicated tour page with your book, author information, schedule and live coverage links.
- Your Zooloo's Pre-Tour Report, bringing together the key information about the campaign and who's taking part.
- Have You Met...? - the Zooloo's author spotlight, when the feature is active, helping readers meet the person behind the book.

WHILE WE'RE ON OUR ADVENTURE

You enjoy the tour. I'll keep it moving.

- Live tour-page updates as reviews and other content are published - watch those orange stops turn green.
- Review quotes picked out to celebrate what readers are saying about your book.
- Tour activity shared and promoted across Zooloo's Instagram and Facebook.
- Day-to-day tour management: late posts, changes of plan and reviewer hiccups are my bit.

I generally aim to share tour activity each day. Occasionally - particularly over weekends or when posts arrive late - I may need to catch up a little later. If I know my availability will be different, I'll normally let you know beforehand.

WHEN THE ADVENTURE ENDS...

The final stop isn't quite the end of the adventure.

- Your Zooloo's Post-Tour Report - a record of your campaign, coverage links and useful review quotes.
- Two follow-up reminders asking reviewers to add reviews to Amazon and Goodreads where appropriate.
- Your dedicated Google Drive folder for your tour materials, which remains available to you after the campaign.

Because seven days of touring should give you more than seven days of value.

• What I Need From You

Don't worry - I'll guide you through this when you book. You don't need to have every answer before you first contact me.

ABOUT YOUR BOOK

- Book cover
- Blurb
- Genre
- Page count
- Publication date
- Any trigger/content warnings
- Standalone or part of a series? If a series: series name, book number and whether it can be read as a standalone.
- If there are only a small number of earlier books: whether you're happy to provide them to reviewers who would like to catch up.

ABOUT YOU

- Author bio
- Author photograph
- Website and social-media links
- Self-published or traditionally published
- Publisher name, where applicable

REVIEW COPIES

- Digital: eBook file, BookFunnel link or NetGalley link
- Print: If you are happy to provide them, how many copies are available and which territories you're happy to send them to

YOUR TOUR

- Preferred tour dates
- Review Only or Mixed Content
- Mixed content can include Reviews, Extracts, Guest Posts, Blogger-Supplied Q&As and Author-Supplied Q&As

• Is Your Book Touring Elsewhere?

Please tell me about any other organised book tours or reviewer campaigns for the same title taking place within three months either side of your proposed Zooloo's tour, including the organiser and dates.

There are some crossovers with reviewers and organisers so it can affect tours if they are run close together. It doesn't automatically mean I can't take your tour on - I just need to know before confirming the booking so I can decide how I can give your campaign the support it deserves.

And if there's anything else you think I should know, please tell me.

. A Few Important Bits

Not the exciting bit, admittedly. But definitely worth knowing before we set off.

REVIEWS ARE HONEST

Zooloo's reviewers are passionate readers who volunteer their time. They aren't paid for their opinions and booking a tour does not buy positive reviews.

If you are not happy with a review, then please contact me in the first instance so I am able to resolve anything.

REVIEWER NUMBERS

My usual aim is two reviewers/content creators per day, but this is a target rather than a guaranteed number. Interest varies depending on the book, genre, timing and reviewer availability.

LOW RATINGS & DNFS

If a reviewer doesn't finish the book or feels unable to give it 3 stars or above, I ask them to contact me first. Where appropriate, their tour stop can be changed to promotional content rather than a review.

SOMETIMES LIFE HAPPENS

Occasionally a reviewer may need to withdraw, post late or be unable to complete planned content. Where I'm made aware of something affecting your adventure, I'll manage it and keep you informed where necessary.

AMAZON & GOODREADS

Reviewers are encouraged and reminded to cross-post their reviews, but I can't guarantee reviews on third-party platforms.

A NOTE ABOUT AI

Zooloo's Book Tours does not accept books containing AI-generated writing or AI-generated cover artwork.

When booking, please confirm that you have not used AI. If this information is later found to be incorrect, I reserve the right to cancel the campaign.

CHANGES, CANCELLATIONS & PAYMENT

Invoices are normally issued two weeks before your tour begins and must be paid in full by the due date.

If you need to move or cancel your tour, please contact me as soon as possible. Once work on your campaign has begun - including reviewer recruitment, administration, reports or artwork - I will charge for an apportion of the time which will be due by return. This will reflect the time spent on the tour and will be a % of the fee.

If dates need to change, I'll do my best to offer an alternative subject to availability.

• Meet Team Zooloo's

It may have my name behind it, but a Zooloo's adventure takes a little community.

🐾 ZOÉ

Tour Organiser • Decaf Tea Drinker • Spreadsheet Wrangler

I'm the person behind the emails, tour schedules, graphics, reports, social posts and general organised chaos. From the moment you book until your final report arrives, I'm the person looking after your adventure.

🐾 THE ZOOLOO'S REVIEWERS

A wonderful community of bloggers, Bookstagrammers and reviewers who give up their reading time to discover books and share their thoughts. Without them, there simply wouldn't be book tours.

🐾 SENIOR MANAGEMENT

The cats. Responsibilities include supervising emails, sitting on keyboards, appearing at inconvenient moments and maintaining appropriate levels of chaos.

🐾 YOUR BOOK

The reason we are all here. Every tour starts with the book and the people who care about getting it into the hands of the right readers.

Ready to Give Your Book Its Moment?

You don't need to know exactly which tour you want or understand how all of this works. Tell me about your book, where you are in your publishing journey and roughly when you'd like to tour. From there, we can work out what would suit your book.

LET'S START YOUR ZOOLOO'S ADVENTURE

www.zooloosbooktours.co.uk • [@zooloosbooktours](https://twitter.com/zooloosbooktours)