

GIVEAWAYS

GOAL{S}:	
MAIN GOAL:	To head up any reviews posting to our site and to seek out new opportunities to do website reviews and book reviews.
Weekly:	Scout out, research & keep a list of books and websites that would be beneficial for us to do reviews on/with. Make sure the posts run smoothly. Reply to any emails Wendy forwards to you {within 3 days} regarding any times of reviews. Work with Wendy to set up dates for those posts.
Monthly:	Check the “Diva’s Eyes Only” calendar to make sure you are aware of the dates on which reviews air, put posts together for upcoming reviews {or oversee the review posts that other divas do}, & continue doing “weekly” tasks. When needed: contact authors and websites for reviews. This will only be on a needed basis, if we don’t have other posts scheduled want reviews. Wendy and/or Tara will let you know if we should resort to this, otherwise we will go ahead and use the ones who contact us.

Website/ Program:	Website URL:	Purpose:
Google Doc: Review Info	https://docs.google.com/spreadsheet/ccc?key=0AinV-CS19LzldHFmVFZ5VzFJWExwcjdoazQzZlFaT0E#gid=5	To record all data that comes in regarding reviews with our website.
Google Doc: Reviews – Canned Responses	https://docs.google.com/document/d/1wTE60PQ5odHF5BIqXi7NFeVEZfmffQb1VjZ6zOw61wI/edit	To refer to when responding to emails from potential book reviews or website review swaps.

BASIC “TO DO” INFO:

1. You will be over our book reviews and website reviews for our website. A book review is when we read a book, give our heartfelt review on it, & give some copies away. {We charge to do this now.} A website review is when we contact another site, we ask them to “feature” our website & in return we will “feature” theirs in a post. We try to air those the same week.. not necessarily the same day.
2. We’d like you to try to set up a website review every two months with another site that has an equal or larger following than our site has. You’ll also be the main communication when any emails come in regarding reviews.
3. Right now - start a list of potential authors to contact down the road for book reviews. Ones that have amazing books that would help our readers. Great place to start. Feel free to add a tab to the “Craft & Marriage Websites” Google Doc to store all your info/finds.
4. Another idea to scout out fun websites would be to search the “net” & find a FABULOUS website that has something to do with dating your spouse/marriage/etc. Add them to the current Google Doc we have. Then set out contacting that website to see if they would like to do a Review swap with us.
5. Tara should have the schedule set up with a diva already in place to do Reviews. Just look on the calendar on Diva’s Eyes to see when the reviews are scheduled as well as to see which diva is doing each. Once you have a fellow website on board, let them know which diva will be contacting them. Then – send an email to that diva letting them know which website they will be reviewing with, who the contact person is, as well as the contact person’s email address. They should know what to do from there. {This will start in October 2012.}

COMMUNICATION/EMAILS:

1. When Wendy forwards you an email of an author wanting a book review (or a website interested in reviewing with us) – it will mean she approves this person's content. If you have any questions or are worried that the book might not be up to Diva standards, let Wendy know immediately about your concerns.
2. If we are interested, you will be referring to the "Reviews – Canned Responses" Google Doc {https://docs.google.com/document/d/1RN5Bb-rNd5-wf_R5A3Rp_ipDB_wKqEERDrV6hYtFty4/edit} to grab the canned responses for your replies. {Change any information in red to personalize the email.}
3. Record all of the information on the Review tab in the "Craft & Marriage Websites" Google Doc {<https://docs.google.com/spreadsheet/cc?key=0AinV-CS19LzldHFmVFZ5VzFJWExwcjdoazQzZIFaT0E#gid=5>}. Our main goal would be to figure out if the book/website is "marriage-friendly" and will benefit our readers.
4. If they don't respond after the 2nd follow-up email, then move that row of information to the "Not Interested" tab.
5. If they email us back & are ready to move forward with a book review & giveaway, contact Wendy or Tara to pin down a date. You will also need to get their paypal email address {for invoicing} and product information from them. Angie will partner up with you on the giveaway end of things {taking care of the winner, inserting the Rafflecopter widget into the post, etc} – so pass along the information about the book giveaway to her once you have it all. She will need the date, name of the post, item being given away, quantity of products being given away, company doing the giveaway, their email address/contact name, etc. Basically – any information you can give her.
6. Once you receive all of the needed information from that company, put the post together OR pass it along to the diva who is doing the post. If you are feeling overwhelmed at any time, let Wendy know & she can help you find another diva to compose the post for you. After the post has aired, Angie will follow up with the winner to let them know they won as well as to get contact info. She will also follow up with the company to let them know who won, pass along the winner's contact info, and thank them for working with us. So – it's very important that she knows all of that information.
7. If they email us back & want to move forward with a website review swap, contact Wendy or Tara to pin down a date. You will then move forward with prepping a website review on THEIR website {or find another diva who would like to do that} as well as sending the follow-up canned response emails to them on how we do those.
8. **DIVA IN CHARGE OF POST:** When they send you their pictures, you will need to send them to the photographers to be resized for our website. If they need to be cleaned up and brightened, then you will include directions in your email to the photographers. For the Pinterest photo – if you aren't able to create that {and neither is the diva in charge of the post}, then see if Robin or Angie can. Just make sure you give credit somewhere on the "pin it" button to the author or website – either with their name or website, then put that on there. Pick out your favorite picture and have the photographers turn that picture into a photoslider.
 - a. You will need to fill out the categories section, complete the SEO Pack, change the title using the subtitle, set the date, and add in the photoslider. {Please refer to Wordpress Checklist to make sure that post has everything done on it.}
 - b. For the title – rename it in a "**smart**" way that would direct SEO traffic our way. No need to have the words, "Book Review or Website Review" in the title as the post will already be categorized under reviews. However – if it's a book review AND a giveaway, feel free to put the word, "giveaway" in your title.

WEEKLY:

1. Each week, respond to any & all emails that come in relating to reviews. Record all information on the "Review" Tab on the "Craft & Marriage Websites" Google Doc. When an email comes in, try to respond to that sender within three {3} days. Send out follow-up emails to those you haven't heard back from.
2. Send out 2nd follow-up emails to those who haven't responded.
3. Send emails to Tara with information for any NEW book reviews we have going up {so Tara can create an invoice}.
4. Prep posts once sponsor has sent you the information you need for a post OR make sure the diva in charge of the post has all the needed information.

MONTHLY:

1. Each month, spend time researching books that you think would make excellent prospective reviews and other websites that you think would be amazing to review with. Preferably, you will want to seek out blogs that have more followers than we do {including Facebook and Twitter}.
2. Keep your findings typed up on the Google Doc so it will be easy to email Wendy all of the information each month. On the last day of the month, send Wendy an email titled, "Reviews – Name of Month & Year." For example, August will be titled, "Reviews – August 2012." Wendy will look over that & let you know which authors and books to move forward with for future reviews as well as any other thoughts she has. {we won't be contacting anyone for books for a few months, so just make a list of great prospects.}
3. Be sure to include in that email the Review Schedule, when applicable {date, website, which diva will be doing the review} for the following month that you've set up. If you have any concerns or suggestions, let Wendy know that as well in your email.
4. Feel free to contact Wendy at any time if you have questions.
5. Check the "Diva's Eyes Only" calendar to make sure you are aware of the dates on which reviews air.
6. Put posts together for upcoming giveaways.
7. Continue doing "weekly" tasks.