Author Questionnaire

Part B: Marketing and Promotion (literary work)

Marketing Text

Please write a short description of your book, including its subject and/or key points that make it unique (40 to 60 words), that would assist in developing marketing materials.

List up to six people (in order of preference) who might be willing to write a back-cover blurb for your book. Please include contact information (email or mailing address, phone number).

Audience

Are there special groups who might be interested in your book? Are there subject areas or key words that could be used to reach a reader who might be interested in your book?

If your book might be appropriate for use by students, please list class topics. List any professors (name and institution) who might use your book in a class or other individuals who might have a specific use for your book. Please include contact information (email or mailing address, phone number).

Review Copies and Prizes

The Press will send out up to 50 copies of your book for review and prizes. Please keep this limit in mind when responding to these questions.

List journals where review copies should be sent (please confirm that the journal does book reviews).

List any special-interest magazines, newsletters, journals, or other media where an ad might be effective.

List any special-interest groups that should receive a new-book announcement.

List electronic social media (blogs, listservs, bulletin boards, etc.) that you participate in that might be effective in promoting your book.

List local media, PR offices, newsletters, and other contacts who should receive a book-release notice.

List prizes and awards for which your book should be eligible.

Readings and Professional Meetings

Please list any plans for readings, and any places or events at which you might do a reading.

List professional meetings where your book would be suitable for display or where you will be giving a presentation.

Postcards and Other Information

How many postcards or flyers would you like to have for your own promotional purposes?

☐ 50 ☐ 100 ☐ 200 Other _____

What other information might be helpful in promoting your book?