

## Author Questionnaire

### Part B: Marketing and Promotion (scholarly work)

---

#### Marketing Text

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

List up to six recognized experts (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

What niche does your book fill? How does your book compare to other significant books on this topic?

Who is your audience? (check all that apply)

scholars

undergraduate students

graduate students

interested amateur

reading public

Other \_\_\_\_\_

If your book is appropriate for use by students, please list class topics

TSUP Author Questionnaire  
Part B – About the Book (scholarly work)

List professors (name and institution) who might be interested in using this book as a text or supplemental text or other individuals who might have a specific use for your book. (We would send either a postcard or an e-mail announcement with a table of contents.) 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/periodicals where review copies should be sent. Please confirm that these publications actually do book reviews.

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

List any special-interest groups (including professional societies) that should receive a new-book announcement.

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

TSUP Author Questionnaire  
Part B – About the Book (scholarly work)

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.

---

**Professional Meetings**

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?