

# AUTHOR MARKETING QUESTIONNAIRE

## 1.0 Book Title

## 2.0 Personal Information

**2.1 Name (as you would like it to appear on the book)**

**2.2 Job title**

**2.2 Home address, telephone and email**

**2.3 Home address, telephone and email**

**2.4 Preferred contact address (please tick)**

- ☐ Home address
- ☐ Work address

Please remember to let us know of any change of address, or of any holiday or sabbatical address you may have while your book is in production and at the time of publication.

## **2.5 Biographical note**

Please write a short (50 words or less) biographical note about yourself as you would like it to appear on the book. Include your affiliation and your most important/relevant previous publications.

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## **3.0 The Book**

### **3.1 List of Contents**

Please attach your latest list of contents and indicate if it is final (even if it is not final it is useful to have an idea).

### **3.2 Key Sentence**

Please explain your book in one sentence summing up its theme and scope succinctly.

### **3.3 Key Selling Points**

Please list the individual selling points of your book using individual bullet points. These may be topicality, new research data, an original theory, unusual organisation of material etc.

### **3.4 Description**

Please describe your book in 200 words, explaining the main practical, methodological and/or theoretical contents of the work. We will write the back cover blurb using this description so:

- Give a lively indication of the content and appeal of the book encouraging the reader to want to know more
- Try to avoid jargon
- Include information that isn't obvious from the book's description
- Highlight any well-known, topical or international case studies
- Remember non-specialist readers
- Think about the geographical range of the book
- Emphasise any groundbreaking content
- Remember contributors could be important selling points
- If your book is a new edition, detail the changes

### **3.5 Subject Areas**

In which three areas would you expect a library to categorise your book (most relevant first) – please be as specific as possible.

1)

2)

3)

Are there any related subject areas we should be aware of?

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## **4.0 The Market**

### **4.1 Readership**

Please describe in detail who the potential readers of your book are?

### **4.2 Textbook potential**

What undergraduate or postgraduate courses and modules would your book be relevant for as core or supplementary reading

### **4.3 Overseas Potential**

Please list any areas of the world outside of the UK and US where your book has particular relevance and the reason.

### **4.4 Competing Titles**

Please give full bibliographical details of three or four books that compete with your own. For each write two or three points about its strengths and weaknesses and how it differs from your book. If there are none that compete directly, please give an indication of books that compete in part

Title:

Author:

ISBN:

Comments:

Title:

Author:

ISBN:

Comments:

Title:

Author:

ISBN:

Comments:

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## **5.0 Promotion**

### **5.1 Reviews**

Please list any journals that are likely to review your book, please indicate whether they are based in the UK, US or elsewhere.

### **5.2 Blogs and Websites**

Please list any blogs and websites that are likely to publicise your book, please indicate whether they are based in the UK, US or elsewhere and include an email address if at all possible.

### **5.3 Listservs and Discussion Groups**

Please list any listservs and discussion groups that we could publicise your book through. Please indicate whether you are a member and would be prepared to post of them (particularly if the list is a “closed list”).

### **5.4 Conferences**

Please list any conferences at which it would be important to publicise your book indicating if you are attending or speaking at any. It is not possible for Facet to attend every conference but we may be able to send fliers and/or a copy of the book.

### **5.5 Associations and Societies**

Please list any associations and societies that we could promote your book to and indicate whether you are a member.

### **5.6 Mailing Lists**

Do you have a list of contacts that may be interested in purchasing your book? If so, can you supply them as a list of email addresses (or would you like us to design an email that you can send out?).

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## 5.7 Your Book's News Value

Does your book have any media or news value? If so, what, and how do you think it could be exploited? Please list any press contacts you have and indicate whether you would be available for interviews or media appearances.

## 5.8 Pre-Publicity

Please list any prominent individuals that we could approach for a comment on your book. Please indicate which you know personally and provide an email address for each.

## 5.9 Bulk Sales

Are there any organisations or institutions that would be interested in purchasing your book as a bulk sale? Please list all that are relevant and provide contact details.

## 5.10 Awards

Are there any awards that you would like us to submit your book to? Please provide as much information as possible.

## 5.11 Anything Else?

Is there anything else we should know that would help us in the promotion of your book?