



AUTHOR MARKETING QUESTIONNAIRE

The information provided in this questionnaire is intended to help you explore ways to support your book marketing efforts, particularly if you intend to use your book as part of your "marketing mix." It can be used for publicity, targeted mailings, advertising, sales, reviews, book convention exhibits, translations, book launch parties, copyright, and subsidiary rights sales. It is also helpful when answering questions of others interested in your work: clients, reviewers, librarians, and booksellers.

No one understands your book better than you. Therefore, taking time to carefully complete this questionnaire is time well spent. It is one of the primary tools for becoming a successful author. We will use this information to help you promote your book. Of course, HenschelHAUS Publishing will not share your personal information without your express permission.

(Proposed) Title of Book: _____

Subtitle of (Proposed) Book: _____

Name of the author(s) and/or editor(s) as it /they will appear on the title and copyright pages:

Author:

Editor:

Publication date:

I. PERSONAL INFORMATION

Home Address

Business Address

Telephone: _____

Telephone: _____

Fax: _____

Fax: _____

Email: _____

Email: _____

Would you prefer correspondence sent to your home _____ or office _____?

May we release your phone number to interviewers and other such interested parties?

Date of Birth _____ (year not necessary)

Present Occupation: _____

Prior Occupations:



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I. PERSONAL INFORMATION (continued)

Please list all principle cities in which you have lived and the approximate dates.

If your book has a regional angle to it, please list all states and cities in that region in which you have lived and the dates:

Please list principal foreign countries in which you have lived or traveled and approximate dates:



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II. PROFESSIONAL INFORMATION

Please list all schools you have attended, including dates and locations. For colleges and universities please include degree and department:

Please list your fields of interest or study, including hobbies:

Please list current or past pursuits, activities, plans or interests relevant to your book's topic or its promotion (for example, your book is about the Civil War and you are a re-enactor).

Please list all your professional memberships and/or honors and offices. (You can also include your resume as part of the Marketing Questionnaire)



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Please list your non-professional associations or memberships or clubs, whether or not they are relevant to your book's topic.

Please list all honors, awards, prizes or grants you have received:

Please describe the research process you undertook for this book/chapter, include libraries, archives, and personal collections.

Please write a few paragraphs on why you wrote this book, including any interesting experiences researching it or finding a publisher.



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Please list information for any other books you have published as author or editor:

Title Publisher Soft or hard cover Year Approx Sales

If any of your books have been serialized, reprinted, published in foreign editions, adopted by book clubs or made into films, please specify:

Title Club/Publisher/Producer Year Language

Please list magazines or periodicals to which you have been a contributor, the titles of your articles and dates they appeared. Place a star in front of the periodical name if you are still a contributor.



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III. YOUR AUDIENCE

When designing your book, both inside and out, it's important to know your audience and its needs. Who are the audiences for your book? If your book has more than one audience, please rank them in order of importance, with 1 being the most important in each category.

Children (Recreational reading)

___ Pre-K ___ K-3 ___ Pre-teens ___ Teens

Students (curriculum or supplements)

___ at the high school level
___ at the college/university level
___ at the graduate level

Libraries

___ school
___ public
___ university and research

Teachers

___ at the grade school level
___ at the high school level
___ at the college/university level
___ at the graduate level

Scholars

___ in the field of _____
___ in several fields _____

Regional readers

___ in Wisconsin and Midwest
___ in other region _____

General readers

___ all general readers
___ intellectual general readers
___ intellectual readers with a special interest in

Other groups to which your book would have particular appeal:



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Please give three to seven adjectives that describe the tone of your book / chapter.
(Examples: funny, informative, gut-wrenching, inspiring, honest, tragic, loving, harsh, sweeping, imaginative, provocative....)

Please describe in 250-300 words what your book / chapter is about. Imagine you are writing the book jacket or promotional piece. What is most important about your book / chapter? What makes it stand out from other books in its genre? If it's a reference book, or part of a reference book, what features and benefits make it useful to potential readers? Make this information as straightforward and accessible to all your audiences as possible.

In ten words or less, describe the single most important aspect of your book. What is the first point you'd like to tell interested others about your book/chapter? What information does it provide that no other book does? What is the most important benefit to readers?

What are some general ideas you have for the book cover and/or jacket? These include size, color, illustrations. Do you have photographs and permission to use them?



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IV. PUBLICITY

What are the names (and contact information if you have it) of at least three well-known people or celebrities who should see an advance copy of your book for purposes of giving a pre-publication quote, or even write a foreword for you? They do not have to know you at this time. If, however they do, please provide their relationship to you and/or the book.

Please list any people you know personally whose comments on the cover or jacket might directly give your book added publicity. Give complete names, addresses and their connection with the book if you have that information.

If appropriate, please list the names and contact information, *including phone number*, for the public information officer at your current and former places of employment for purposes of promoting your book/chapter.



AUTHOR MARKETING QUESTIONNAIRE

Please list any specialized media (local, hometown, alumni...) newsletters, magazines or newspapers that should receive review copies of your book. Please include the contact person's name and address, as well as your connection to the town or group.

If appropriate, please give names and contact information for personal contacts at magazine, film companies, or book clubs that might assist in exploiting subsidiary rights sales (excerpts, serializations, translations) of your book:

Have you been interviewed by print or electronic media in connection with your book/chapter, its subject matter, or any other subject? If yes, please indicate which publications and provide press clippings and contact information. Start a scrapbook (physical or electronic) so that you have this information readily at hand.



AUTHOR MARKETING QUESTIONNAIRE

Do you attend conventions or conferences on a regular basis? If so, please give their names, dates, locations, and websites for the upcoming year.

Are you already a speaker at conventions/conferences? Are you comfortable in front of people? (If not, joining Toastmasters International is a great way to build confidence and podium presence).

Write a brief biographical sketch of 150-300 words. Do not include any information you do not want released. (This can be revised for different purposes)

You should also get a professional photo taken (5 x 7 or smaller). Have it available as black and white, color, and digitally. Get permission from the photographer to use the photograph. Have it readily available for any publicity and marketing efforts.



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Would you be willing to write an article or editorial for a general audience based on your book if a publication expressed interest?

Is any part of your book excerptable in its current form without any changes? If so, which chapter(s) and which publication(s) might be suitable?

Chapter Name/Number _____ Publication



AUTHOR MARKETING QUESTIONNAIRE

Please list any radio or television interview programs you know of that you think would be appropriate for you and your book / chapter. Include call letters, contact name, address, and phone number.

Name of Program/

Call letters Contact Name Address Phone Number

What electronic sources (online journals, ezines, databases, listserves, websites...) do you know of that would be suitable for promoting your book? Include contact information and/or suggestions on how best to use/contact these resources.

Are you aware of any book awards in your field or genre? Book awards are great for publicity. You can do some research at the library, on the Internet, or in Writer's Market. List any appropriate awards here, along with submission deadlines and fees.



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V. SALES

List the names of any organizations, institutions, or associations that might be interested in using your book as a promotional give-away item (buying in large quantities), selling your book (CostCo, Sam's Club, etc), or publicizing your book. If you have contacts with any of these groups, please indicate the name, title and phone number of the person(s) with whom you have dealt.

Are you interested in making appearances at bookstores or other venues to promote your book, either in your own community or in conjunction with your travels? Please list your specific suggestions or contacts.

Please list any specific mail-order catalogs, book clubs, tour companies, and other "outside of the box" sales channels that specialize in your book's topic. Please provide addresses, website information or other means of contact, if you have it.



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Please list the names of any bookstores that would be especially interested in your book because of they specialize in your topic or because you are a local author. Please include cities.

VI. ADVERTISING AND REVIEWS

Using your expertise on your subject, please list 5-10 (in order of importance) US magazines, journals, newspapers, newsletters, ezines, blogs, websites, and other publications you believe most appropriate for promoting your book. Include title and contact information.

Using your expertise on your subject, please list 5-10 (in order of importance) US publications, ezines and websites you believe are most likely to carry a **review** of your book.



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VII. BOOK LAUNCH

When your book / chapter is complete and you have books in hand, you may wish to put on a book launch party. Start your list here and continue adding to it as your publication date approaches. Compile a mailing list of friends, family, media, colleagues to invite to your book's launch here, unless you have a database of contacts elsewhere.

VIII. DIRECT MAIL

Please list names of organizations and associations that would be a specialized market for your book / chapter and might have mailing lists available for rental. Include contact name, organization name, phone, fax, and email.

Do you have access to lists or personal lists that could be used free of charge? List here.



AUTHOR MARKETING QUESTIONNAIRE

If your book is for a college/university audience, what would be the typical course titles in which departments in the curriculum for which your book should be considered?

Course Name _____ Level

IX. EXHIBITING INFORMATION

At what library, book, writing, or professional association conventions or conferences would it be appropriate to exhibit your book? Please indicate those you are likely to attend. For small conferences, please include contact information.

Convention Dates _____ Location _____ Contact _____ Attending?

Other ideas: