**Author Questionnaire - Book**

**Author or Editor Name and Title of Book:**

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**Affiliation:** List the affiliation(s) of author(s)/editor(s) as they should appear in any promotions.

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**Author Biography/Biographies**: Please provide a detailed biography that marketing can use to promote you as an expert in your field. Please include notable achievements, awards, etc., as well as a recent photo and some information about you that readers may find interesting, such as hobbies, to help us engage our audience, particularly online and in social media. Please do not simply attach a CV. Samples are included at the end of this questionnaire.

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**Brief Description of the Book:** Please write 1-2 paragraphs of the key information you would convey to a customer considering purchasing your book. How will it help them be successful? What makes the book uniquely useful? What might they be doing when they need the information it contains?

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**Keyword Descriptions:** Please list a maximum of 6 keywords to describe the book to aid in discoverability via search engines.

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**Unique Selling Points:** Please list in order of importance the main features of the book that may include illustrations, writing style, subject matter, companion websites, authority or expertise of contributors, etc, and the benefit of these features to the reader.

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| **FEATURE** | **BENEFIT** |
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**E-advertising:** Please list the websites, online forums, e-newsletters or blogs that you and / or the users of your book would routinely visit.

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**Social media:** Are there any social networks you yourself use for news or discussion in this field? Are there any social networks on which news and discussion of your book title would be useful?

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**Journals/Magazine:** Please list professional journals/magazines you and / or the users of your book read regularly.

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**Your current online presence:** Please list any blogs, websites, facebook groups or wikipedia pages about you and or your business / affiliations.

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**Societies**: Please list your professional groups, societies, and association memberships. Also list non-member groups that may be interested in your book.

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**Meetings/Conventions:**  Please list any professional meetings where we should exhibit and promote your book. If known, please list dates and location of the forthcoming meetings if available and note whether you will be speaking or presenting.

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**Teaching/Training:** Please list any teaching/training you will be leading or participating in during the next 12 months.

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**Bulk Purchases**: Please list any organizations that might be interested in purchasing bulk quantities of your book. Please provide contact names if available (such information will be used with discretion).

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**Mailing List/Email Addresses:** Do you have a mailing list or list of email addresses of key individuals and/or companies in the U.S. or internationally to whom we should promote your book? Would you be willing to reach out to these individuals with our assistance?

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**Other content sources:** Aside from publishers, what top three associations and/or organizations do you refer to for reliable content?

What top three corporations do you refer to for reliable content?

Why do you turn to them for information and what type of content does each provide?

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**Other:** Please provide any other information you think is important for us to promote your book.

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