



**GEORGETOWN UNIVERSITY PRESS**

## Author Marketing Questionnaire

Please return to: Cherylann Pasha, [cmp259@georgetown.edu](mailto:cmp259@georgetown.edu)

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### Author Information and Background

Name

Book Title

Work Mailing Address

Work E-mail

Work Phone

Home Mailing Address

Home E-mail

Home Phone

Current Occupation and  
Academic Affiliation

Please list previous positions held  
(academic and non-academic).

Include as much information as  
possible – location, job title, dates  
worked.

Have you published any other books? Please list title, publisher, and publication year .

Have any of your publications been translated into other languages? If so, please list language and publisher if you know this information.

Have any of your books been co-published in another English-language market such as the United Kingdom or India? If so, please list the publication and co-publisher.

Are you a contributor to or editor of any journals or publications? Please list below.

Do you have any major travel planned over the next 1-2 years that may coincide with media or events for your book? Or do you maintain more than one residence? Please list below.

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## Book Information

**This is the most important part of the marketing questionnaire.** Your responses will help us write catalog and book jacket copy. It is important that we get it right so it communicates what your book is about and who the audience is. Please avoid jargon and write for a general audience of educated readers.

Describe your book (150-200 words).

Provide a one-sentence description of your book.

A brief author biographical statement (30-40 words, encompassing where you work and previous books).

List 3 selling/promotional points  
for your book.

Please suggest two or three people  
who might be willing to offer a  
blurb for your book? Please list  
names, institutions, and contact  
information, especially an e-mail  
address. Please also note if there  
are people we should avoid  
reaching out to.

Who is the primary audience for  
your book? What will interest  
them about your book?

Please provide some keywords  
that are important to your book,  
the more specific the better. Put  
yourself in a prospective reader's  
shoes. What words or phrases that  
they search in Google should lead  
to your book?

Do you know of any similar or  
competing books? How does your  
book compare to these titles?

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## Marketing and Sales Information

### Social Media and Online Marketing

Author or professional website:

Facebook page:

Twitter account:

Do you contribute to any online  
media or blogs? Please include as  
much info as possible – title, web  
address, contact info

Personal or professional blog:

List any other social media platforms you may be active on in a professional or scholarly capacity.

What are the active list-servs in your field?

Do you know of any active social media leaders in your field? Ones that you think would be interested in your book?

Do you have any other recommendations for social media?

#### Publicity and Awards

Do you have any suggestions for media hooks or pitches? Is there something particularly newsworthy in your book? Significant findings, interesting facts, new statistics, etc.

Are there any upcoming anniversaries or significant dates that would be useful to us in promoting your book?

We would be happy to collaborate with your institution on promotions and events. Who is your publicity contact in the communications department?

Please list journals, magazines, or general media (both in the US and abroad) that should receive a copy of your book for review. Please asterisk particularly influential publications.

Do you have suggestions of specific reviewers (for an academic journal in particular)? Or are there any journalists you follow who regularly cover your book topic?

What college or university alumni publications should we include in our media outreach? Please include information about the degree and graduation year.

Have you been interviewed on any radio or television programs? Please list show and approximate date/year.

Please list any internet discussion groups or blogs that would be interested in your book.

Are there sections of your book that might be appropriate for excerpting or first serial sale? Are there sections of your book that have been previously published and are not available for excerpting?

List any literary prizes or book awards for which your book might be eligible. Please note that we do have a modest budget for submission fees.

#### Exhibits and Events

Are you attending any academic conferences in the next 1 - 2 years? Please list the conference and dates.

What professional or academic organizations do you belong to?

Do you have any speaking engagements scheduled? Please provide dates and locations.

Sales and Marketing

We will send you a PDF of a flyer created to promote your book at exhibits and other events. Would you like to receive print copies of this flyer? If yes, how many copies would you like to receive (max of 50)?

What journals would you recommend for advertising? We will do our best to include these suggestions in our ad plans, but can make no promises.

What are your local bookstores? We will approach them about stocking your book.

Do you know of any groups, organizations, or companies that might be interested in a bulk purchase or special sale of your book?

Will your book be of interest in specific overseas markets? Please explain below.

Do you have access to any e-mail or mailing lists of people who may be interested in your book? Please note: we cannot use personal e-mail lists to send out e-mail promotions for your book. We can arrange to send a HTML of a flyer to any group who would share it with their e-mail list.

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## Textbooks Only

Please complete this section if your book is a textbook or may be assigned as primary reading in courses.

**What classes or departments  
would use your textbook?**

**Do you know of any teachers who  
should receive an exam copy?**

**If your book is a textbook or has  
the potential to be assigned in  
courses, please supply 4-5 bullet  
points of the features of the  
textbook.**