

**Author Marketing Questionnaire**

**Author Information and Background**

**\*Please list the complete information for each editor/author, replicating the sections below as needed.**

* Name [as you would like it to appear in the book]:
* Book Title:
* Work Mailing Address:
* Work Email:
* Work Phone:
* Home Mailing Address:
* Home Email:
* Home Phone:
* Current Occupation and Academic Affiliation:

Please list previous positions held (academic and non-academic), including as much information as possible.

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| Location | Job Title | Dates Worked |
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* Have you published any other books? If so, please list the title(s), any coauthors or coeditors, any contributors, the publisher, and the publication year. If any of your publications have been translated into other languages, please list the language and publisher if you know this information. If you prefer, you may include this list as a separate email attachment, and we will save it alongside your questionnaire.
* 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. If you prefer, you may include this list as a separate email attachment, and we will save it alongside your questionnaire.
* Are you a contributor to or editor of any journals or publications? If so, please list them below.
* Do you have any major travel planned over the next 1-2 years that may coincide with media or events for your book? We understand that travel may continue to be affected by the coronavirus outbreak but ask that you please include your ideal travel engagements should travel and in-person events become possible.
* Do you maintain more than one residence (that could lend itself to events in multiple locations)? If so, please list below.

**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 the intended audience. 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 any of your previous books, achievements, etc.).

List 3 selling/promotional points for your book.

1.

2.

3.

Please suggest four or five people who might be willing to offer a blurb for your book. Include names, institutions, and contact information (especially an email address). Make sure to include any special instructions regarding the blurbers. (For instance, if you have a personal connection to a blurber and would prefer to reach out to him or her yourself.) You may also note if there are people we should avoid reaching out to.

Please do not include your dissertation advisors or any colleagues at your current institution(s), as it is our practice to avoid requesting endorsements from individuals who share a direct affiliation with our authors.

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| --- | --- | --- | --- |
| Name | Institution | Contact Information | Notes |
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* 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? Feel free to attach this as a separate file if you prefer to do so.

**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, etc.
* Personal or professional blog:
* Please 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? Would Georgetown University Press be able to directly reach out to the list administrator?
* 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?
* If you are already active on any of these platforms and are interested in setting up a social media strategy meeting, please describe what specific skills or platforms you are interested in hearing more about.

Publicity and Awards

* Do you have any suggestions for media hooks or pitches? Is there something particularly news-worthy 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 for specific review outlets (for an academic journal in particular)? Or are there any journalists you follow who regularly cover your book topic? **This list should be different from your list of potential blurbers.**
* 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 shows 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 and 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 conference in the next 1-2 years? If so, please list the conference and dates. We understand that travel may continue to be affected by the coronavirus outbreak but that it may still be possible to participate in virtual exhibits and conferences.
* 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, in person or virtual. If you need the flyers in time for any upcoming events, please provide the dates and addresses below, and we will try our best to prepare something in time.
* What journals would you recommend for advertising? Do they provide digital advertising opportunities? We will do our best to include these suggestions in our ad plan, 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 email or mailing lists of people who may be interested in your book? Please note: we cannot use personal email lists to send out email promotions for your book. We can arrange to send a digital flyer to any group who would share it with their email list.

*For any questions regarding international rights, audio rights, serial rights, or ebooks, please contact:*

**Steve Roman**, Digital Publishing and Rights Manager, Sr1475@georgetown.edu, 202-687-7687

**Please submit an author headshot via email.** The headshot may be used on the book, in various marketing materials, or on our website. Images should be at least 300dpi (anything that is professionally taken will meet our technical requirements). JPG and TIF file forms are preferred. Please make sure the image is not already under copyright. If applicable, please indicate if photo credit should be given and how to list the attribution. **The headshot does not need to be submitted at the same time as the author questionnaire. If it would be helpful to have more time to submit your headshot, please let us know when you return your questionnaire.**

**Tips for the perfect headshot:**

* Please make sure the headshot is of you alone (we don’t want to have to crop anyone out of the photo, or have someone walking around in the background.)
* Make sure the photograph is taken in good lighting–not too bright and not too shadowed.
* Try to use a neutral background, free from any potential distractions (such as patterned wallpaper, picture frames, etc.)
* Similarly, please make sure the area is free of any distracting objects such as coffee mugs, computers, phones, etc., so we can make sure the focus is all on you.