



# AUTHOR MARKETING QUESTIONNAIRE

**Title of Book:**

**Subtitle:**

**Name: (as it will appear on your book)**

**Nationality:**

**Citizenship:**

**Home Address:**

**Home Phone:**

**Business Address:**

**Bus. Phone:**

**Email Address:**

**Social Media Contact information**

**Facebook:**

**Twitter:**

**Other:**

**Present Occupation:**

**Educational Background:**

**Honours, Citations or Prizes:**



## **AUTHOR MARKETING QUESTIONNAIRE**

**Descriptive Copy** (Basic points in your book which should be publicized, why is it unique; how does it differ from other books on the subject; what are its strengths; why should your book be bought over a competing book on the same subject)

List the contributions that this book will make to its subject area

List what makes this book distinctive and innovative

Please list books which cover a similar subject area that might be considered competition for your book, including any works in progress that you are aware of.

In which magazines or journals would advertising your book be particularly effective?  
(Complete name and address needed)

- 1)
- 2)
- 3)
- 4)
- 5)



## AUTHOR MARKETING QUESTIONNAIRE

At which professional, scholarly meetings or conferences should we consider exhibiting your books? Please indicate with an asterisk those you will be attending.

- 1)
- 2)
- 3)
- 4)
- 5)

Please submit the names of any organizations and associations which might be interested in buying bulk quantities of your book (please supply complete names and addresses)

List where and by whom your book is likely to be adopted as text or a supplementary reader

List any periodicals or radio/television programmes that might be interested in feature articles or programs on your book (please indicate any personal contacts you might have)

Kindly visit BISAC code website <http://bisg.org/page/bisacedition> to select codes for your title.  
List the selected BISAC codes