



# **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**