

13. Please list the professional or scholarly meetings at which you would like to see your book exhibited.
14. Our plans may include direct mail of a flier about your book to potential readers by renting appropriate mailing lists. These are frequently the membership lists of professional or scholarly organizations or the mailing lists of newsletters or journals. Please note any ideas you have for mailing lists. Remember that smaller and more specialized organizations or publications are often the most useful for targeting the right market.
15. Are there appropriate online newsletters, listservs, newsgroups, or web sites where we might announce your book?
16. Does your book have potential for use as a text? At what level and in what courses? Please be as specific as you can.
17. Please list any bookstores that you know to be interested in your field. Also, list any specialty stores in your area that should know about your book. Are there stores that might be interested in holding a book signing or reading?
18. Please list any local newspapers in your area to which we should send news releases. Include local radio or television stations if they have programs that might be interested in discussing your book. Also, list the alumni publications for schools you have attended or are presently associated with and the names of publications issued by any clubs or associations in which you are an active member. If you are affiliated with an institution that has a public relations or news services department, provide the name of a contact in that office.
19. Would you be prepared to be interviewed by the press, radio, or television? If so, please list three to five questions you would be comfortable with or enjoy answering.
20. Would you be willing to participate in an Ink & Paper Group interview (likely via e-mail) for potential use on our web site or in mailings to the media? This might begin with your questions above and add details about your career and your experiences that compelled you to write the book. We would love any colorful/fun anecdotes you think might catch the ear of the press.
21. Are you actively lecturing during the year? (Yes or No)
22. Please supply a list of any events/appearances/lectures you currently have scheduled for the year following the season in which we'll publish your book, including as much detail as possible on date/time/location, plus event contact name and phone number.
23. Important: If the opportunity arises, would you like us to suggest you as an available lecturer?
24. Are there any associations or businesses that might be interested in purchasing your book in quantity (for resale or use as a gift or premium)?
25. Do you know of any awards in your field for which your book might be submitted?
26. In light of the definition of libel that follows, there (is) (is not) a remote chance that legal readings should be given to the manuscript. Libel: "Any statement or representation tending to expose another to public hatred, contempt, or ridicule." Please write in detail if you have any questions on this point.
27. Any other ideas or suggestions?

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 Please return your completed questionnaire to your publisher at one of Ink & Paper Group's wonderful imprints, or to:
 Linda M. Meyer, editor in chief
linda.meyer@inkandpapergroup.com

Ink & Paper Group
 1825 SE 7th Avenue
 Portland, OR 97214

503.232.0103

THANK YOU!

Author Marketing Questionnaire

A note from the editor: How you can help market your book

Marketing strategies for your book will vary depending on whether it is fiction or nonfiction. Ink & Paper Group encourages authors to become actively involved in the marketing process. Information from this questionnaire will be used to develop a marketing plan for your book. A typical marketing plan includes elements such as online marketing, author appearances, awards, advertising, exhibits, review copies and press releases, direct mail sales, and special programs with libraries and bookstores.

Once your book is published, please keep us notified of all readings, conferences, and appearances at which there might be opportunities to promote or sell your book.

We assume you will want to use your computer (Microsoft Word) to complete the questionnaire. If you would prefer that we send a hard copy of the questionnaire with more space for your responses, please let us know.

Some questions on this questionnaire may not directly apply to you or your book, but please be as complete as possible, wherever possible. And feel free to call or e-mail us to discuss additional sales and promotional ideas for your book.

Thanks in advance for filling out this questionnaire. We understand that it represents a significant investment of your time, and we truly appreciate the support. Together, we'll make a great team working for the success of your book!

—Linda Meyer, editor in chief

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1. Full Title of Book:
 2. Your name, exactly as you want it to appear in connection with the book:
 3. Home address, telephone, fax, and e-mail:
 4. Business address, telephone, fax, e-mail, web site URL:
 5. May we share your contact information with the media? What is your preferred contact method?
 6. Biographical information.
Date and place of birth:
Family information:
Present occupation/position:
Career Summary:
 7. Current or previous affiliations that might be helpful in the promotion of your book. Include your educational background:

Please provide a brief biography
 8. Please list books (with publisher and year of publication) or relevant articles you have previously published.
 9. Other fields of study, avocations, and/or hobbies?
 10. Please describe your book in two sentences.
 11. Please provide a short description (max 200 words) of your book's contents. Note the scope and purpose of the book, its intended audience, and how it is different from competing books (include competing book titles). Also list the essential features of your book that you believe should be noted in promotional material. We will draw on your responses to write descriptive copy for your book, which will be used in our catalog, on the book jacket or cover, and in press releases.
 12. Where would you like to see the book reviewed? Please list as many appropriate journals, newsletters, and periodicals as you can, and feel free to make notes as to their relative importance, etc. Include the name of any personal contacts at these publications.