

Author's Questionnaire

In the course of publishing a book, many questions are asked by reviewers, booksellers, and individual correspondents. Information is also needed in preparing descriptive and biographical information for the cover or inside of the book, for press releases, and for other promotional and sales efforts. This questionnaire is an attempt to save troubling you with constant queries, and to avoid errors. In answering the questions, just note the number of the question you are responding to. Please fill it out as completely as possible. Please type or write clearly. Return it promptly to:

If you have any questions, please feel free to contact me at: _____

If you need extended time on some sections, fill out the parts you can now and return it to us, then send the additional information as soon as possible.

Date _____

Author's Name _____
(Give it exactly as you wish it to appear in all materials)

If your name is ever mispronounced, what is the correct pronunciation?

How do you like to be addresses? Dr. ____ Mr. ____ Mrs. ____ Ms. ____ by first name _____

Title of book under contract _____

Current job and title _____

Business address _____ Phone _____

_____ Best time to call _____

Fax _____ Email _____

Home address _____ Phone _____

_____ Best time to call _____

Fax _____ Email _____

URL _____

Date of birth _____ Place of Birth _____

City you consider your hometown _____

Citizen of _____ Married? _____

Name of spouse _____

Occupation of spouse _____

Children? Names and ages _____

1. Please write a brief autobiography, noting your professional credentials and any "lifestyle" credentials that make you particularly well qualified to write this book. Include education, degrees, and any jobs that are appropriate. Don't be shy; sell yourself. (*If there is anything you wish to mention for our information only that is not for publication, please make sure that is carefully noted.)
2. Describe your book briefly, highlighting those aspects that make it unique.
3. Give the title of each chapter and a brief summary of its contents, emphasizing the most important factors in each. (Use a separate sheet if necessary.)

4. How does your book differ from other books on the same subject already on the market? Name the books you feel are the closest competitors.

5. What needs does your book meet that make it a "MUST" for someone to buy.

6. Were there any special or unusual circumstances or incidents in the conception and/or writing of this book?

7. Please list other books you have written:

Title	Kind	Year/Publisher	#Sold
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8. Please list any magazines or newspapers to which you have contributed material. Give title and subject matter and dates of major contributions, and editors who would be familiar with your work.

9. On what radio and tv programs have you appeared in the past?

10. Are you willing to be interviewed on radio and tv to promote your book? If so, when are you available? Make sure we know in advance of any travel plans (business, vacation, reunions, etc.) where we might be able to set up interviews.

11. Before what groups have you lectured in the past? Do you have any lectures planned following your book's publication? If yes, please list name & address of organization & topic.

12. List clubs, alumni groups, and any school, social, religious, or business organizations to which you are affiliated. Please include name and address of each group's publication.

13. We don't know your area of specialization as well as you do, therefore, please suggest any specialized newspapers & magazines or specific editors to which information should be sent.

14. Please list booksellers and clerks whom you know personally and who might help promote your book. Give names of stores, addresses, and phone numbers.

15. List here persons whose opinions you feel would be valuable in promotion of this book. Please give us addresses, phone numbers, or places to contact them wherever possible. Put a check by those you know personally.

16. List any media that you feel should definitely receive a review copy of your book. (Please keep this list to the top twenty suggestions.) Give addresses if it is not a well-know publication. If not obvious, note why you think they should receive a book.

17. Do you like writing freelance articles? If we learn of a opportunities for you, do you prefer that we let you know, or may we give them your telephone number and email address?

18. When media are interested in scheduling an interview, may we give out your telephone number and/or your email address for them to do the scheduling directly with you?

19. Please send us electronically a few recent photos of you, suitable for use in magazines and newspapers. One can be a "head shot" but others should have some personality and relate to your book's subject if appropriate. If photos should have a credit, include this information.

20. Please send us videos and/or audio tapes of previous interviews that would help us get to know you and your style better.

20. Please note here any other ideas, suggestions, or comments.

We will be doing our utmost to promote and sell your book, but your help and suggestions can help us do it better. The more involved you become, the more media coverage you can expect and the better your book will sell.