

Marketing Questionnaire For a New Manuscript

Working Title for This Product:

Title:
Subtitle:

Author Information

Please list names as they should appear in all advertising. List all information you would like to have included in the author section of our promotional materials. Please provide this information for ALL authors on this project:

Work Information

Name:	Title:	
Affiliation/Company		
Street Address:		
City:	State:	Zip Code:
Phone:	Fax:	
E-Mail Address:		
Website Address:		

Home Information

Street Address:		
City	State:	Zip Code:
Phone:	Fax:	
E-Mail Address:		

Tell us which addresses we should use to communicate with you (please check the corresponding boxes):

Mailing Address:

Phone/Fax Contact:

E-mail Contact:

Work	Home

Please list title and affiliations you would like to appear on your product's jacket copy:

Title:

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Awards, Honors, Prizes

Please list all pertinent information.

Award/Honor/Prize	Given By	Date

Please list any previous products you have written.

Title	Pub Date	ISBN	Publisher	Net Unit Sales

The Markets for Your Product

To identify your product’s potential readers and target audiences and help us acquire mailing lists and create promotional copy that will highlight appropriate selling points, please specify the readers for your product by title or job function, and why they should purchase your product.

Reader’s Title/Job Function	Major Benefit Your Product Provides to this Reader

Textbook Potential

If you believe your book has potential as a textbook, please complete the following section. John Wiley & Sons has a strong higher education sales force, but in order to sell your book for use in a classroom setting, the following information is essential.

KNOWLEDGE BASE: Briefly describe any empirical studies, case examples, or professional experience on which the product or specific chapters have been based.

SPECIAL MATERIALS: Are there checklists, sample forms, charts, or other special materials that should be mentioned? How do they make the product clearer or more helpful? Are there online or other electronic components to the product?

Information on the Competition

What products compete with or are similar to yours? This information is important if we are to position your product effectively. Please provide us with the top three competing products, filling out the information below, assessing your competitors' strengths and weaknesses in comparison to yours and each is different from your product (please list the top 3).

Title:				
Author:		Publisher:		Pub Date:
Price:		Page Count:	ISBN:	
Strengths				
Weaknesses				

Title:				
Author:		Publisher:		Pub Date:
Price:		Page Count:	ISBN:	
Strengths				
Weaknesses				

Title:				
Author:		Publisher:		Pub Date:
Price:		Page Count:	ISBN:	
Strengths				
Weaknesses				

Direct Mail Opportunities

Please list below the five most critical professional associations or societies whose membership lists are appropriate and are available for direct mail advertising. *Also include any international affiliations you may have.* Please list them in order of importance. In the case of large associations with members grouped by specialization, indicate which divisions are most appropriate for your product.

Association Name	Contact Name/Telephone Number	Size

Additional Promotional Efforts

ENDORSEMENTS: Please list the individuals you will contact for endorsements for your product. Refer to the attached documents for information on how to obtain the best endorsements.

Individuals who have provided endorsements:

PRODUCT SALES: Please list associations or corporations that might be interested in purchasing 10 or more copies of your product.

Company/Association	Contact Name/Telephone Number

REVIEW COPIES: We maintain a list of periodicals and journals to whom review copies are automatically sent. To ensure that it is complete, please list **in order of importance** the journals and periodicals you think would be interested in reviewing your product.

Journal Name	Contact Name	Telephone	Address

SPECIAL FLYERS: Occasionally, authors find it useful to have flyers to hand out at conferences, conventions, seminars, workshops, or other engagements. We can supply you with a camera-ready promotional flyer/order form. You can use this master form to create photocopies in any quantity you need. **You may request a flyer 3 months prior to product publication. It takes at least 4 weeks to produce.**

CONFERENCE FLYERS: If you know that you will be speaking at any conferences within one year of the publication of your product and you believe that attendees will be interested in purchasing copies of your product—please list these conferences here.

Conference	Location	Contact Name/Telephone

International Sales and Rights

English Language Sales Outside the U.S.:

John Wiley & Sons has offices in Singapore, Germany, Chichester, Canada, and Australia where they focus on international sales and marketing. In order to sell your product outside of the United States, the following information is essential.

RIGHTS RESTRICTIONS: Please list any restrictions of the rights to sell this product in English in any part of the world.

INTERNATIONAL POTENTIAL: Please describe in particular the features of your product that speak to markets outside the United States. Are there specific foreign cases? Is the content appropriate for international markets? If so, which ones in particular?

INTERNATIONAL CONTACTS: Please list any important contacts and colleagues you have abroad as well as international mailing lists. Be sure to include the international offices or branches of your affiliates' companies.

INTERNATIONAL TRAVEL/SPEAKING SCHEDULE: If you have plans to travel to any foreign country (including Canada), please indicate them below so that we may contact the appropriate international sales group. They may be able to meet with you or set-up promotional activities for you to concur with your stay.

International Translation Rights:

We actively pursue the sale of translation rights to all products we publish. This is a great way to promote your product worldwide. In order to maximize this potential, please provide the following information:

TRANSLATION RIGHTS RESTRICTIONS: Please list any restrictions on translation rights on your product.

INTERNATIONAL CONTACTS: Are there particular publishers or media producers that you are in contact with abroad? Are you aware of any particular region of the world where your product would have translation potential? Please list them below.

TRANSLATED PRODUCTS: Please list any previous products you have written that have been translated.

Title	Language (Country)	Publisher & Year	Sales (units)

Domestic Subsidiary Rights:

We actively pursue the sale of domestic subsidiary rights to all products we publish. This is a great way to promote your product. In order to maximize this potential, please provide the following information:

Serial:

Please list below magazines or newspapers (in your hometown) you think would be interested in including an excerpt of your product.

Magazine	Published Monthly/Weekly/Quarterly?

Note: The above publications/organizations have columns that ask for “news” on people in the community/alumni. That is why they are listed here.

Audio:

- 1) Please list any restrictions on Audio rights on your product.
- 2) Do you feel your product would be suitable for audio?

TV/Film Rights:

- 1) Please list any restrictions on TV/Film rights on your product.
- 2) Are there particular TV programs that would be interested in airing an adaptation of your product?