

(Electronic Version)
MARKETING QUESTIONNAIRE
for a New Manuscript

Working Title for This Book:

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:

Address:

(Street)

(City)

(State)

(ZIP)

Phone: Fax:

E-Mail Address:

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Address:

(Street)

(City)

(State)

(ZIP)

Phone: Fax:

E-Mail Address:

*Web-Page Address (URL):

AWARDS, HONORS, PRIZES

Please list all pertinent information.

Award/Honor/Prize	Given By	Date
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BOOK DESCRIPTION

Please supply a 50 word description of your book. This very brief summary will help us refine the sales pitch for you book.

KEYWORDS

Please supply any keywords or search terms that would be used in conjunction with your book.

MARKETS FOR YOUR BOOK

To identify your book’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 book by title or job function, and why they should purchase your book.

Reader’s Title/Job Function	Major Benefit Your Book Provides To This Reader
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- 1.
- 2.
- 3.
- 4.

Please list your academic affiliations.

Please list any academic contacts that you would like us to notify at the release of your book.

If you believe your book has potential as a textbook, please list the names of courses for which it would be suitable.

<u>Course Name</u>	<u>Department</u>	<u>Level</u>	<u>Required or Supplemental?</u>
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- 1.
- 2.
- 3.
- 4.

PREVIOUSLY PUBLISHED ARTICLES

Please list the magazines or newspapers in which you have been previously published, including both the month and date of publication. Please additionally provide hard copy examples (“clips”) of articles along with the publication’s header or footer.

<u>Name of Publication</u>	<u>Publication Month and Date</u>
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- 1.
- 2.
- 3.
- 4.

SELLING POINTS

Please tell us what distinguishes your book from the competition. These selling points can include any special materials that may be included in the book, such as tables, charts, sample forms, etc. They should also take into account your own expertise in the subject area.

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ONLINE MARKETING

Do you have a website?

Address?

of visitors/month?

Do you have a blog?

Do you have a personal email list, or a business email list that can be used to promote your book?

Size?

ASSOCIATION MARKETING

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 book.

Association Name Contact Name Are you a member? Size of Membership
List

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BULK SALES: Please list catalogs, resellers, conferences, associations, corporations, universities, or individuals (please include yourself) that might be interested in purchasing 50 or more copies of your book.

Company/Association City Contact Name/Telephone Number/E-mail

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PUBLICITY

REVIEW COPIES: We maintain a list of newspapers, magazines, journals, television and radio programs to whom review copies are automatically sent. To ensure that it is complete, please list in order of importance the specific media outlets you think would be interested in reviewing your book. **Please let us know if you have a personal connection at any of these publications.** Include your hometown newspapers if appropriate.

Journal Name **Contact Name/Position**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

SERIAL:

Please list below any opportunities in magazines or newspapers for excerpting or serializing your book. Again, let us know if you have personal contacts within.

- 1.
- 2.
- 3.
- 4.

SPECIAL FLYERS: Authors often find it useful to have flyers to hand out at conferences, conventions, seminars, workshops, or other engagements. We can supply you with a Microsoft Word created flyer electronically from which you can print a master form to create photocopies in any quantity you need. You may make changes to book and author copy but must leave the cover, order form, and logo as they are. **You may request a flyer upon publication of your book. It takes at least 2 weeks to design and produce.** Please contact the marketing assistant if you would like a flyer.

CONFERENCES: Please list which conferences you plan on attending within one year of the publication of your book.

SPEAKING EVENTS: Please list any speaking engagements (public or private) that you have scheduled within one year of the publication of your book (include events happening in advance of the pub date). Please indicate whether books sales have been arranged for the event and supply a contact name if possible.

Event Name	Date(s)	Contact Name/Details for book sales at the event (if applicable)	Date books need to be at conference
1.			
2.			
3.			
4.			
5.			

INTERNATIONAL SALES AND RIGHTS

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INTERNATIONAL TRAVEL/ INTERNATIONAL CONTACTS: Please let us know of any international travel you are planning and list any important contacts, with contact information, and colleagues you have abroad as well as international mailing lists. Be sure to include the international offices or branches of your affiliates' companies.

TRANSLATED BOOKS: Please list any previous books you have written that have been translated.

<u>Title</u>	<u>Language & Country</u>	<u>Publisher & Year</u>	<u>Sales (in units)</u>
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Any additional comments or information you would like to let us know about that was not asked on the previous pages?