

# Marketing questionnaire for authors

Revised 30 October 2007

This marketing questionnaire for authors is designed to help us to promote your book effectively. In addition to our own expertise, your knowledge of the readership and your personal networks and contacts help us to reach potential purchasers of your book.

## **Sales and marketing**

### **A brief introduction to how we promote your book**

A strategy is devised for each title and your book will be marketed through a mix of promotional techniques designed to reach the target readership. These will include:

- dedicated direct mail campaigns
- advertising
- inserts in journals
- press/review coverage
- features on Facet Publishing website, internet and e-mail postings
- representation at exhibitions and conferences in both the UK and overseas.

Your book will be included in our annual catalogue and appropriate subject leaflets which are sent to our account customers in the book trade, libraries, relevant academic and professional institutions and targeted lists including the CILIP: Chartered Institute of Library and Information Professionals membership database. In advance of publication, press releases are despatched and review copies are sent to a specially constructed list of selected press contacts. If a book is particularly topical or newsworthy, we will arrange additional press coverage in the form of features and interviews.

- Please be as comprehensive as possible when responding to the questions – the more you can tell us about the book and its readership, the better we can promote it.
- Although this questionnaire is mainly a help to the sales and marketing department, the form is also seen as a key source of information for the editorial team. Because the questionnaire will be photocopied for internal reference, please use black ink or attach word-processed answers.

**Thank you for taking the time to complete this questionnaire. Remember, the sooner you return it, the sooner we can start to promote your book. Please e-mail the completed form to [lena.stuart@facetpublishing.co.uk](mailto:lena.stuart@facetpublishing.co.uk) or post it to Lena Stuart, Marketing Manager, Facet Publishing, 7 Ridgmount Street, London WC1E 7AE.**

Book title .....  
Subtitle .....  
Projected manuscript delivery date .....  
Title (Professor) (Dr) (Mr) (Ms) (Other) .....  
Name (as you would like it to appear on the book) .....

.....  
Postnominals (eg MA, MCLIP, FCLIP) .....  
Job title .....

Home address .....  
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Tel: ..... Fax: ..... E-mail: .....  
Work address .....

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Tel: ..... Fax: ..... E-mail: .....

**Preferred contact address (please tick)**

- ☐ Home address
- ☐ Work address

Please remember to let us know of any change of address, or of any holiday or sabbatical address you may have while your book is in production and at the time of publication.

**Biographical note**

Please write a short (50 words or less) biographical note about yourself as you would like it to appear on the book. Include your affiliation and your most important/relevant previous publications.

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## Book description

**Please describe your book in about 250 words** focusing on the purpose, scope and basic approach and highlighting those features most likely to appeal to potential buyers. The description will be used as the basis for *cover* copy and direct mail leaflets.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

## Key Features

**Please identify the three or four most appealing and unique features of your book.** We are seeking **facts** not generalities. We will highlight these points in our leaflets and advertising. Some examples of the type of information we would like are: fully explains x in simple terms... first book to consider.... will make you more effective at x in your job...

[illegible]

## Journals

Please list any journals you think are particularly suited to receiving review copies of your book. If you have a particular contact, or if the journal is very specialist, please give the name and job title and address.

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Are you interested in being interviewed for a journal/newspaper?

- ☐ Yes
- ☐ No

Do you have any contacts in the media that could be utilized? (Please give details.)

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### Networks

Do you know of any associations, networks or groups (CILIP and non-CILIP/national/international) whose members would be interested in your book? (Please give details.)

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Do they publish bulletins or newsletters, which might carry inserts/reviews for your book? (Please give details.)

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Would you be able to obtain the membership lists of any of them for our direct mail purposes? (Please give details.)

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Does your organization have a website on which information about your book could be displayed? (Please give details.)

- ☐ Yes
- ☐ No

Do you have access to any e-mail discussion lists that could be used to promote your book? (Please give details.)

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## The market

Who are your potential readers and where will we find them?

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Which of these sectors does your readership fall into?

- ☐ industrial and commercial
- ☐ local government
- ☐ health
- ☐ voluntary
- ☐ FE
- ☐ HE
- ☐ public
- ☐ Other (please give details).

## Students

If your book is intended for student use please state the courses to which it is suited, together with the institutions and departments where they are taught. Please also list the names of any key lecturers, particularly those whom we could contact regarding bulk purchases of your book.

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## Overseas

We have a strong international sales network. To help us direct our international representatives, please list any relevant overseas courses, conferences and networks with which you are involved or which would provide suitable publicity vehicles for your book. (Please feel free to photocopy and attach a list of your own or e-mail it to [lena.stuart@facetpublishing.co.uk](mailto:lena.stuart@facetpublishing.co.uk))

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