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# **Marketing Questionnaire**

Thank you for taking the time and care to fill out this questionnaire as completely as possible. The information you provide here plays an important role in shaping the marketing efforts for your book as it helps us expand our reach, target the right audience(s), and potentially increase the overall sales of your book. As the author, you are the expert on who needs to know about your new book, and this is your opportunity to share this expertise with us so that we may amplify our mutual efforts to share the good news of your book’s appearance. Though we cannot promise to incorporate all your ideas and suggestions, we will certainly do our best. Note that you may see questions that do not apply to your title since there are certain variations between questions for scholarly monographs, general interest trade books, and textbooks. That’s okay – be as thorough as possible, knowing there may be some blanks.

***Important: Include all diacritical marks, even if you must write them in by hand.***

## **TELL US ABOUT YOURSELF / AUTHOR INFORMATION**

1. **Date completed:**
2. **Title: Subtitle of book:**
3. **Personal Information** (if more than one author/editor, please include a separate entry for each person)

* Provide your name ***exactly*** as you would like it to appear on the book:
  + First:
  + Middle (if you wish to list your middle name/initial on the book):
  + Last:
* Date and place of birth (Please note: This is required by the Library of Congress and is used to distinguish your book from others with similar titles and names): 
  + Check here if you do not wish to have your year of birth printed on the copyright page; (*Note: SUNY Press recommends including this.)*
  + ORCID ID
* Citizenship:
* Personal pronouns:
* Please let us know the best way to reach you below.
  + Primary mailing address (this is usually a home address):
  + Email:
  + Primary phone:
  + May we judiciously share your email address and phone numbers with interested parties? (This would typically be related to publicity inquiries and marketing efforts). (Y/N)

***(Please note: if this address changes between now and your book’s publication, we will need to hear from you with a new address or your desk copies and other correspondence may not arrive.)***

* + Professional address/Institution:
  + Email:
* Professional title and affiliation (e.g., John Doe is Assistant Professor of Philosophy at the University of…):
* Previous books published, including the year and publisher, and any awards won:
* List any special research conducted for this book, include any research grants, names of libraries, archives, museums, etc.

## **TELL US ABOUT YOUR BOOK**

This is your primary opportunity as the author to provide input for our marketing department. Please consider that the language used to market a book is intended to be understandable for both specialists in your field as well as nonspecialists, such as sales representatives, library and bookstore buyers, and lay readers.  Please avoid specialized vocabulary as much as possible.

1. **Selling Points/Strongest features**

Please provide **3 or 4 of the strongest features** of your book that would appeal to a potential reader. (What makes your book remarkable? What special and unique approach should customers know about? These are the “selling points” of your book.) No more than one sentence each, please.

1. **Promotional Copy**

Provide 100–175 words of promotional copy about your book. The goal is to explain in the clearest possible terms what your book is about. This is “the who, what, where, when, and how of a project in order to grasp the nature and scope of why it matters and to whom.” All or a portion of this marketing copy may be incorporated on the back cover of the book and in the SUNY Press catalog, at the discretion of our editors and marketers. For help writing copy, see the guidelines in the box below.

**Here are some guidelines to help you describe what is distinctive about your book.**

Approach: the way in which topics are developed, a certain methodology you use, or themes you integrate throughout the text.

Content: what your book will offer in terms of new or unique coverage, how difficult subjects are explained, or new theories on standard material.

Pedagogy: the features that will make your book a better teaching or learning tool (e.g., better examples, questions, art).

Trends: how your book addresses new ideas taking place in the subject area.

1. **The Handle**

Provide an easily understood, succinct, one-sentence description of your book.

1. **Brief Bio:**

Your bio will appear on the back cover of the book. An example of the format is below. Please draft your bio following the format here, including one affiliation and if applicable, one or, if applicable, two recent publications.

|  |
| --- |
| **Adam W. Brown** is Associate Professor of Latin American Studies and Spanish at the University  of Memphis. He is the author of *Conventional Realism and Political Inquiry in Chile: Essays 1990-Present*. |

**MARKETING**

Be sure to visit the [SUNY Press Guide to The Marketing Process](https://sunypress.edu/Publish/The-Marketing-Process) on our website for more information about next steps and how you can help market your book in partnership with us, and well ahead of your book’s publication.

1. **Chief Markets/Audience**

* Tell us about the chief markets and audiences for your book. Who are the potential readers and where are they?
* Which fields or disciplines does your book contribute to? Be general (e.g., Philosophy, History, Latin American Studies) as well as specific (Epistemology, Early China, Mexican Cinema).
* If higher ed faculty are likely to assign your book to their students as a core reading (not supplemental) in their courses, list the names/types of courses, as many possible: Likewise, if your book is a textbook, provide the email addresses of instructors who might be interested in receiving an exam copy or book announcement for adoption consideration.
* Competing or complementary books: We understand that your work is unique. Please help us better understand the market by providing 3-5 recently published books that you believe appeal to a similar audience:
* Blurbs: A blurb is a brief endorsement of your book by someone else. For most books, we will use a quote from a reader’s report as the blurb. This blurb may be used for promotional purposes and may appear on the back cover of your book. For books intended for a more general audience, we will seek blurbs. Please provide the names and email addresses of 2-3 people who may be willing to provide a promotional statement for your book.

1. **Conferences:**

List any academic conferences where it might be appropriate to exhibit your book. Please indicate those you regularly attend with an asterisk. (Each request will be considered individually and on recommendations from both Editorial and Marketing staff.)

1. **Listservs, Email Lists, and Online Communities:**

Identify listservs where you are an active member and where you can attract attention for your book.

1. **Mailing Lists:**

Digital marketing plays a critical role in successfully selling your book. Please select and rank up to six subjects most appropriate for your title. Your contact information will also be added to these lists, so that you can receive a copy of the book announcement when it is sent. Please identify the most relevant categories and indicate them in rank order (with 1 indicating the top choice):

     African American Studies

     American Studies

     Anthropology and Archaeology

     Area Studies

     Asian Studies

     Business and Economics

     Communication

     Criminology

     Cultural Studies

     Education

     Environmental Studies

     Film, Visual Culture, and Performing Arts

     Gender and Sexuality

     General Interest

     Health and Medicine

     History

     Indigenous Studies

     Jewish Studies

     Language Arts

     Latin American, Caribbean, and Latinx Studies

     Literature

     New York/Regional

     Philosophy

     Politics and Law

     Psychology

     Public Policy

     Religion and Spirituality

     Science, Mathematics, and Technology

     Sociology

     Textbooks and Course Materials (Interdisciplinary)

1. **Keywords for Marketing:**

Your book will be categorized and searched for on various websites (including our website and all our distribution channels). Keywords help your book be more discoverable to the right audience. KEYWORDS: What are some specific search terms a reader might use when they look for your book? (Hint: These words are not general subject areas and may not even appear in the table of contents or the index, but a reader interested in your book may use them. List at least 5.

1. **Social media:**

We utilize social media to spread the word about our books in a variety of ways, including sharing news of author events and reviews. Please provide your handle for X (formerly known as Twitter) and let us know whether you have a personal website or blog address (URL), so that we may work in conjunction with your own promotional efforts on social media. (If you do not use social media, please leave this blank.) Now is the time to share the good news that your book has been accepted for publication and will soon be in production. Start following blogs and bloggers who may take an interest in your research.

FB:

X:

Personal website or blog:

Instagram:

\*\*Please let us know your comfort level with social media on a scale of 1 to 5, with1 being “I use it rarely” to 5 being “I use it every day. “

1. **Distribution:**

Review Copies: Upon publication, review copies of your book will be sent to:

* Baker & Taylor
* CHOICE Magazine
* H-Net
* Midwest Library Service
* YBP Library Services

Journals: Please provide a list of the top journals in your field (including website addresses) that you believe would be most likely to publish reviews of your book. Indicate these in ranked order, with 1 being the most important. *(Include no more than ten. We will send an email notification to the appropriate journals announcing the publication of the book and offering to send a review copy on request.)*



Permission Copies: Please provide the names, addresses, and phone numbers of those publishers, museums, or individuals who require a complimentary copy as a condition for having granted you permission to reprint material or artwork.

Bulk Sales:Can you suggest organizations, associations, societies, or corporations that might be interested in making a bulk purchase of your book? Bulk Sales are sales of five or more copies to a non-bookstore outlet. If so, please provide us with a contact name, name of the organization, complete (including street, city, and zip/postal code) address, and telephone number.

Specialty Retailers**:** Are there any specialty stores (non–bookstores) or online stores that should carry this book?

College Bookstores:If your book is likely to be used as a core text in a college class, please list your local and college bookstores that should carry the book.

1. **Publicity:**

Awards: List up to two awards or prizes for which your book might be eligible. The Press will consider making up to two submissions for each title and will send the required number of copies of books for up to two (including any submissions you make yourself). Please note the name of the prize and the award-granting organization. In those cases where membership is required by the award-granting organization, please confirm that you are a current member. Requests are considered individually considering award requirements, fees, other eligible titles, and recommendations from both Editorial and Marketing staff.

Media: If you have plans to promote your book through any press contacts at local print and broadcast media, including newspapers, regional magazines, and public radio stations, please provide us with details as soon as you have them.

Media (*Trade only*): Please provide a list of media outlets who you believe would be eager to publish a review of your book. Include contact information if possible.

Blog: SUNY Press has a dedicated blog that often features the work of our authors. If you would be interested in writing a companion piece for the blog to help support the promotion of your book, please indicate so here.

Special dates/anniversaries: Keeping in mind that your publication of your book is likely 9-12 months from when you are submitting this questionnaire, consider if there are any dates coming up that would be an optimal opportunity to promote your book based on its content. Meanwhile, in your self-promotional efforts, consider how you might connect your book’s research and arguments to timely topics where you can tie in a commentary to softly promote your upcoming book.

Bookstores: If there are local or regional bookstores that should be notified of the publication of your book, list their names and email addresses here. *(Please note, where appropriate for trade books with wide appeal, your book will be pitched to national and regional buyers for major chains.)*

Promotional Events: If your book appeals to a general audience, consider if you are willing to travel, at your own expense, to promote your book. If so, how far? Do you already have travel planned within the first year of your book’s publication where you expect your book can be promoted? Please share, as there are likely ways we can support you with discounted book shipments or coupons.

Headshot: If you would like to provide a photograph of yourself we may use for promotional purposes, please include it when you return this completed questionnaire (300 dpi, pdf or jpeg).

***That’s it for now! Thank you for spending time filling out this questionnaire. If you have other ideas or suggestions for expanding the overall reach of your book, please share them below. We appreciate all your suggestions and promise to do our best in bringing awareness of your book to the world. Time and time again our experience has proven that an author’s active involvement – using their resources and connections to self-promote their book – is a major differentiator in the attention (and sales) a book enjoys. A marketer will be in touch 2-3 months before the publication of your book!***