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# Marketing Questionnaire

Instructions: The information you provide in this questionnaire plays an important role in shaping the marketing and publicity surrounding your book, so be as thorough as possible. Please type or print clearly. **Important: Include all diacritical marks, even if you must write them in by hand.**

Please complete the appropriate sections for your title:

* Academic Monographs and Edited Collections: Sections One and Two
* Trade Publications: Sections One and Three(\*)
* Textbooks: Sections One and Four

(\*) Note: The main audience for our trade publications is a general readership and those titles follow a different review process. If your project will be presented to the Editorial Board, your book is considered “Academic”.

For additional questions regarding the marketing plans for your book, please visit the [SUNY Press Guide to The Marketing Process.](https://www.sunypress.edu/Publish/The-Marketing-Process)

## SECTION ONE: TO BE COMPLETED FOR ALL BOOK PROJECTS

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

B. Date and place of birth (for Library of Congress registration):

Check here if you do not wish to have your year of birth printed on the copyright page; *note: SUNY Press recommends inclusion*

1. Citizenship:
2. Personal pronouns:
3. Home address:

Check here if preferred mailing address

1. Work address:

Check here if preferred mailing address

1. Professional title and affiliation (e.g., John Doe is Assistant Professor of Philosophy at the University of…):
2. Previous books published, including the year and publisher, and any awards won:
3. Telephone information (with area code):

Home:       Check here if preferred

Work:       Check here if preferred

Mobile:       Check here if preferred

1. Email address:
2. Mailing Lists: E-marketing plays a critical role in successfully selling your book. Please select and rank the top three subjects most appropriate for your title. Your contact information will also be added to these three lists, so that you can receive a copy of the book announcement when it is sent. Please identify the top three 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

     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. Social Media: We utilize social media to promote our books in a variety of ways, including sharing news of author events and reviews. Please provide your preferred social media handles so that we may work in conjunction with your own promotional efforts on social media.

Twitter username:

Personal website or blog address (URL):

1. Permission Copies: Please provide the names, addresses, and phone numbers of those publishers, museums, or individuals requiring a complimentary copy in return for having granted you permission to reprint material or artwork.

If your address, phone number, professional title, or affiliation change between the time this form is submitted and the time of publication, please inform us as soon as possible.

## SECTION TWO: TO BE COMPLETED FOR ACADEMIC MONOGRAPHS AND EDITED COLLECTIONS

Your promotional copy, one sentence description, and selling points are your primary opportunity as the author to provide input into the marketing process and to interest potential buyers in reading your book.  Please consider that marketing is intended for both the specialist and the nonspecialist such as sales representatives, bookstore buyers and the lay reader.  Specialized vocabulary and jargon should be avoided as much as possible.

1. Promotional Copy

1. 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. All or a portion of this marketing copy may be incorporated on the back cover of the book and in the SUNY Press catalog. 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 does your book address new ideas taking place in the subject area?

1. Provide an easily understood succinct, one-sentence description of your book.
2. Please list 3 or 4 of the strongest features of your book that would appeal to a potential reader:
3. Review Copies: Upon publication, review copies of your book will be sent to:

* Baker and Taylor
* CHOICE Magazine
* H-Net
* Midwest Library Service
* YBP Library Services
* New Books Network

In addition, please provide a list of the top journals in your field (include 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 evaluate the list and send an email notification to the appropriate journals announcing the publication of the book and offering to send a review copy on request.

11. Audience: Help us identify potential readers of your work.
12. Scholars in which fields would be interested in your book for use in their research?
13. Instructors could potentially assign your book for their students to read in the following courses:
14. 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.
15. Marketing and Publicity:
16. 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 in light of award requirements, fees, other eligible titles, and recommendations from both editorial and marketing staff.
17. If you have plans to promote your book through any press contacts, local print and broadcast media, including newspapers, regional magazines, and public radio stations, please provide us with details as soon as you have them.
18. The SUNY Press website 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.

## SECTION THREE: TO BE COMPLETED FOR GENERAL INTEREST (TRADE) PUBLICATIONS

1. Promotional Copy

1. Provide 100–175 words of promotional copy about your book. It is important that you take time to write clearly and succinctly (avoiding specialized vocabulary or jargon), covering all major selling points, so that the specialist, and the nonspecialist (sales representative, bookstore buyer, and lay reader) will be able to understand what your book is about. This is your primary opportunity as the author to provide input into this process and to interest potential buyers in reading your book. All or a portion of this may be incorporated on the back cover of the book and in the SUNY Press catalog. 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.

Readership: list the readers who would be most interested in your book by their area of interest (i.e., circus historians; musical theater attendees; nuclear physicists).

Trends: How does your book address new ideas taking place in the subject area?

1. Provide a succinct, one-sentence description of your book.
2. Please list 3 or 4 of the strongest features of your book that would appeal to a potential reader of your book:
3. Please provide the names and email addresses of 2-3 people who might be willing to provide a promotional statement or “blurb” we can use in our campaigns.
4. (For paperback reprints only): if your book has been previously reviewed, please include copies of all reviews if possible, together with a list of when and where each review originally appeared.
5. Review Copies: Upon publication, review copies of your book will be sent to:

* Baker and Taylor
* CHOICE Magazine
* H-Net
* Midwest Library Service
* YBP Library Services
* New Books Network

In addition, please provide a list of media outlets that you believe would be eager to publish a review of your book. Whenever possible, please include contact information:

1. Marketing and Publicity
2. List awards or prizes for which your book might be eligible. The Press will consider making submissions for each title, and will send the required number of copies of books. 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 in light of award requirements, fees, other eligible titles, and recommendations from both editorial and marketing staff.
3. List names and addresses of specific local or regional bookstores that should be notified about your book. Please note your book will be pitched to the national and, where appropriate, regional buyers of the major chains, such as Barnes & Noble, Amazon, etc.
4. If you have plans to promote your book through any press contacts, local print and broadcast media, including newspapers, regional magazines, and public radio stations, please provide us with details as soon as you have them.
5. The SUNY Press website 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.
6. If you have any plans for hiring a publicist for the promotion of your title, please provide is with the name, organization, and contact details for that person so that we can more effectively support their efforts.

## SECTION FOUR: TO BE COMPLETED FOR TEXTBOOKS

1. Promotional Copy

1. Provide 100–175 words of promotional copy about your book. It is important that you take time to write clearly and succinctly (avoiding specialized vocabulary or jargon), covering all major selling points, so that instructors who could potentially adopt your book to assign for their courses will be able to understand what your book is about. This is your primary opportunity as the author to provide input into this process and to interest instructors to adopt your book. All or a portion of this may be incorporated on the back cover of the book and in the SUNY Press catalog. 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. Does your approach match the usual course organization / syllabus for the targeted class?

Content: what your book will offer in terms of new or unique coverage, how difficult subjects are explained, or new theories on standard material. Does your book cover all the standard topics taught in this course?

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

Trends: How does your book address new ideas taking place in teaching the subject area?

Challenges: What difficulties do students face in learning this subject and how will your text help them?

1. Provide a succinct, one-sentence description of your book that you would use to describe your book to a potential adopter or colleague.
2. Please list 3 or 4 of the strongest features of your book that would appeal to instructors who teach courses in the area your book focuses on:
3. Market for your text
4. What is the name of the course where your text would be used as the primary (required) resource?
5. What are the three most frequently used competitive texts currently published for use in this course? (list author/title/publisher/copyright)



1. How does your textbook compare to each of the competitors? (list each competitor’s major strengths and weaknesses and how your text compares)



1. Are there additional courses where your text could be used as a supplemental (recommended) resource? List them here.
2. Potential Adopters: We will be conducting email campaigns to the courses you indicated as primary and/or secondary markets above. We have often found that the best potential adopters of a new textbook are friends and contacts of the authors who regularly teach the course. Please provide a list of instructors that you personally know who regularly teach the course your text is intended for – the more the better. Your list should include the faculty member’s name, affiliation, and if at all possible, email address. Feel free to submit the attachment in a separate file (Microsoft Excel preferred).
3. Author availability: as the author of the textbook, you are often the best resource for marketing campaigns. Please provide your interest/ability for the activities listed below.
4. Do you regularly attend academic conferences in your disciplines? List the meetings you attend here.
5. Would you be willing to participate in video conference meetings or departmental presentations with potential adopters?
6. Would you be willing to email potential adopters who have questions about your text?