



# AUTHOR MARKETING QUESTIONNAIRE

Thank you for choosing to publish your book with ACER Press. As you know, authors are a valuable source of market information due to their in-depth knowledge of their fields. As you are an expert in your field, we would appreciate your input into the marketing of your book and we would be grateful if you would complete this Author Questionnaire in as much detail as possible. The information you provide will help us to:

- formulate marketing plans
- write advertising and promotional materials
- target your book to appropriate audiences
- pinpoint opportunities for special sales.

Please complete this form electronically and return it via email to your publisher.

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BOOK/RESOURCE TITLE

## ABOUT YOU

Please complete this page for each author/editor. Please add names, positions and affiliations as you would like them to appear on promotional material and on your book, including qualifications.

Click on the buttons below to insert additional 'About You' pages for each author.

Name

Position and affiliations

Postal address

Phone

Email

Please provide a 50-word biographical note for use on promotional material. This should include your affiliations/credentials and the reasons you are qualified to write.

Please provide details of any previous books you have authored, edited or contributed to (give title, co-authors, publisher and year of publication).

## ABOUT YOUR BOOK/PRODUCT

Please describe your book in 200 words or so – what is its purpose and what is distinctive about it? Why do you think our audience should read your book? Please be as specific as possible. If your book is a revision, adaptation or new edition, how has the scope changed? (Provide specific details.) This synopsis may be used as the basis for back cover blurb, catalogue and website descriptions.

## FEATURES

What are the key features of your book that you think we should promote? Please be as detailed and specific as possible in the table below. Why will your colleagues want to purchase or adopt it? Consider the following: topics covered; organisation; approaches; illustrations; and focus.

If your book is a **revision, adaptation or new edition**, are there new features or topics? Are there new authors or editors? Are there new chapters (include chapter number and title) or areas that are not new but have been revised substantially? Please provide details.

**FEATURE – List specific content and/or noteworthy aspects of your book.**

**BENEFIT/IMPORTANCE – How does this feature help the reader?**

**Is this feature unique to your book?**

## COMPETING WORKS

POINTS OF DIFFERENCE – List (in order of importance) other books or products that might compete with yours. Include any that may still be in preparation. How does your book differ from them in terms of approach, content and pedagogical features? This will help our sales and marketing team explain to customers why your book should be purchased instead of, or in addition to, competitors' books or products.

**Author/Title/Publisher/Year**

**Differentiating features of your book**

## THE MARKET

READERSHIP – Who will/should buy your book and why? List in order of importance the primary and secondary markets for your book and the features that you feel should be emphasised to each.

**Primary (main) readership**

**Features to emphasise**

**Secondary readership**

**Features to emphasise**

COURSE INFORMATION (if applicable) – What types of courses/examinations might use your book as a text?

## PROMOTIONAL OPPORTUNITIES

**SAMPLE MATERIAL** – We may use sample sections or illustrations from your book to show customers what they can expect if they purchase it. Please suggest a chapter or section of up to 10 pages that you think will be particularly appealing to readers, including tables or illustrative material.

**KEY PEOPLE** – Please list any key contacts, peers or opinion leaders (names and email addresses) who might be prepared to provide an endorsement for your book.

**SOCIETIES** – Please list any societies, organisations or associations that would be suitable to contact for promoting your book. If you have them, provide details on membership numbers, relevant newsletters or publications and any links you have with these organisations.

**JOURNAL ADVERTISING AND REVIEWS** – Please list key journals in which it might be appropriate to advertise your book or to which we should send a complimentary copy for review. Note: journals may take up to 12 months to review books and we cannot guarantee that they will print a review. If you have contacts that may be able to speed up the review of your book, please provide details.

**MAILING LISTS** – Do you have access to any mailing lists from societies or conferences that could be legally used to promote your book? Please provide details.

**CONFERENCES/EXHIBITIONS** – Are there any forthcoming national or international conferences or special events at which you feel your book should be represented? Please indicate if you will be attending and/or speaking. (Please note: we will endeavour to ensure your book is represented at key meetings but we may not be able to attend every event.)

**Conference name and details (date, location, website)**

**Attending? Y/N    Speaking? Y/N**

## INTERNATIONAL OPPORTUNITIES

Please list any other countries that might be particularly interested in the book and why, e.g. contributor from that country, relevant subject matter, author recently worked there.

**COUNTRY/REGION**

**REASON**

## INTERNET OPPORTUNITIES

Do you have a personal website that could link to our website or mention the book? Please supply URLs.

Do you know of any opportunities for exposure of your book on the internet (e.g. e-newsletters or key information sites in your field)? Please supply URLs.

Are there any other internet opportunities that we should be aware of, including social media groups, pages or hashtags?

## SPECIAL SALES

Some titles may have considerable sales potential outside the traditional bookshop, library and school or university markets. Please provide details of any contacts or organisations you know of that may be interested in your book.

Educational suppliers and manufacturers  
that include books in their catalogues

Specialist associations, organisations  
and institutions relevant to your book  
who routinely promote books to  
members

## AVAILABILITY

Please detail below if you know of any times in the next 12 months that you will be unavailable to assist with marketing and promotional activities.

## ADDITIONAL INFORMATION

Please provide any other information or suggestions you think may be useful.

Thank you for taking the time to complete this questionnaire. If you have any further questions, please contact your publisher.