

**AUTHOR QUESTIONNAIRE**

Please complete this questionnaire and return it via e-mail to your editor along with your final manuscript. The information you provide will help us promote and sell your book more effectively. Please take time to read through and respond to all the questions as comprehensively as possible, as your insights, input, and connections will be very useful to us in our efforts to reach your widest possible audience.

If you have any questions, please don’t hesitate to contact your editor.

Thank you.

**Date:** Click or tap to enter a date.

**AUTHOR INFORMATION**

**Your name as you would like it to appear on the book cover and title page:**

**Click or tap here to enter text.**

**Your name, position, and affiliation as it should appear in marketing materials:**

**Click or tap here to enter text.**

**Your pronouns as they should appear in marketing and biographical materials:**

**Click or tap here to enter text.**

**Office address:**

**Click or tap here to enter text.**

**Office telephone number:** **Click or tap here to enter text.**

**Office email:** **Click or tap here to enter text.**

**Home address:**

**Click or tap here to enter text.**

**Home telephone number:** **Click or tap here to enter text.**

**Cell phone number:** **Click or tap here to enter text.**

**Home email:** **Click or tap here to enter text.**

**Personal blog and/or website address** (if applicable): **Click or tap here to enter text.**

**Twitter username** (if applicable): **Click or tap here to enter text.**

**Where do you prefer us to direct correspondence?** **Choose an item.**

**Date and place of birth** (Required for copyright purposes): **Click or tap here to enter text.**

**Citizenship** (Required for copyright purposes): **Click or tap here to enter text.**

**YOUR BOOK**

**1. Title:** **Click or tap here to enter text.**

**2. Subtitle: Click or tap here to enter text.**

**3. Coauthor(s) or Coeditor(s):** **Click or tap here to enter text.**

**4. Series (if any):** **Click or tap here to enter text.**

**AUTHOR BIOGRAPHY**

**Information in this section may be used for book jacket copy, publicity releases, etc.**

**1. Your academic and professional record:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degrees** | **Subject** | **College/University** | **Year** |
| **Click or tap here to enter text.** | **Click or tap here to enter text.** | **Click or tap here to enter text.** | **Click or tap here to enter text.** |
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| **Recent Positions** | **Affiliations** | **From** | **To** |
| **Click or tap here to enter text.** | **Click or tap here to enter text.** | **Click or tap here to enter text.** | **Click or tap here to enter text.** |
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**2. Previous books (including title, publisher, year of publication, and sales figures, if available):**

**Click or tap here to enter text.**

**a) Indicate any that have been serialized or selected by book clubs:**

**Click or tap here to enter text.**

**b) List licenses granted for foreign editions, both English-language and translations (include publisher and language):**

**Click or tap here to enter text.**

**3. Forthcoming books, other than this one (including title, publisher, and anticipated year of publication):**

**Click or tap here to enter text.**

**4. Honors and awards received:**

**Click or tap here to enter text.**

**5. Relevant organizations or associations of which you are a member (including major offices held, with dates of office):**

**Click or tap here to enter text.**

**6a. Please write a brief author biography as you would like it to appear on the book jacket and ‘about the author’ page (about 50 words).**

**Click or tap here to enter text.**

**6b. Please write a brief author biography as you would like it to appear on the website and seasonal catalog in the following format:**

**[*Name*] is [*Position*] in the Department of [*Subject*] at [*College/University*] and author of [*book title 1*] and [*book title 2*].**

**If you do not have a previous publication, please write a brief author biography in the following format:**

**[*Name*] is [*Position*] in the Department of [*Subject*] at [*College/University*].**

***Example*: Jane Doe is Assistant Professor in the Department of Grammar at the University of Nowhereville and author of *The NYU Press Author’s Questionnaire*.**

**Click or tap here to enter text.**

**7. If your book is an edited collection, please attach to this questionnaire a list of the names and contact information for all of the contributors to your book, including e-mail addresses. With your manuscript, include a list of brief bios in alphabetical order that includes the affiliations and major publications of each contributor.**

**Click or tap here to enter text.**

**ENDORSEMENTS**

**1. Please list the names of prominent scholars, government officials, authors, or others who might comment on your book for promotional purposes. This will be our starting point for soliciting advance endorsements—or “blurbs”—for the back cover of your book. Mark with an asterisk any you know personally. Include contact information (e-mail addresses or telephone number preferred) if you have it.**

**Click or tap here to enter text.**

**COVER**

**These questions are meant to help our designer generate an appropriate cover for the book.**

**1. Please give us a brief idea of what you imagine for the book’s cover.**

**Click or tap here to enter text.**

**2. Do you have a specific image (i.e. illustration, photograph) in mind? Please list below and provide any relevant information you may have concerning the image (i.e. location, rights holder). If you have a digital copy of the image, please include it with this questionnaire.**

**Click or tap here to enter text.**

**3. Are there any other covers (especially of NYU Press books) that you like and that might be used as models for your own book’s cover? If so, please provide the name of the book and, if available, a digital image of the cover.**

**Click or tap here to enter text.**

**SUBJECT MATTER OF YOUR BOOK**

**Information you provide in this section will help the Press sales staff to promote your book effectively and will serve as the basis for advertising copy. List the most important features first.**

**1. A full description (200-300 words) of the contents and style of your book. The description you provide here will be used as the basis for the book’s cover copy. It should therefore be targeted to your primary readership and written in an accessible and engaging manner. Some ideas to keep in mind as you write include: the book’s scope and main argument, your reasons for writing it, its value and importance to your readers, its original contributions, your approach and methodology, and the features that most distinguish it:**

**Click or tap here to enter text.**

**2. A one sentence description (50 words) to be used as the basis for the headline at the top of your website copy. This is also indexed in search engines, so try to include applicable, retail-driven keywords (what would people search for when looking for a book related to yours?)**

**Click or tap here to enter text.**

**3. Key selling points for marketing outreach for courses. Please give us three or four reasons a professor should use your book in his or her class. Be specific. For example, instead of saying your book is interdisciplinary, explain how it is useful in specific classes and what topics it addresses.**

a.)**Click or tap here to enter text.**

b.)**Click or tap here to enter text.**

c.)**Click or tap here to enter text.**

**4. Audience:**

**a.) What is the main audience for which your book has been written?**

**Click or tap here to enter text.**

**b.) Secondary audience?**

**Click or tap here to enter text.**

**c.) Is there a classroom market for your book? Please list the most relevant course(s), level, and the academic departments in which the book might be adopted. Would it be a required or supplementary text?**

**Click or tap here to enter text.**

**d.) Is there a professional market for your book? Do you have contacts with any related professional organizations?**

**Click or tap here to enter text.**

**5. Please list the top three or four competing books, including books that are currently used or recommended on this subject. In addition to the bibliographic information about these books, please describe the features that set your book apart.**

**Click or tap here to enter text.**

**6. Has any portion of your book appeared in periodicals? Where? When? If the previous work needs to be cited, list the proper citation below and attach any necessary permission(s).**

**Click or tap here to enter text.**

**PUBLICITY**

**1. Please list, in order of importance, the names of the important publications in your field. Please include any specialty magazines or journals that pertain to the subject of your book. While we may not send to every publication listed, we will take into strong consideration the suggestions you make here as we integrate them with our own core list of potential review outlets. Also include any journalists known to you personally, marking their names with an asterisk, and their contact information. Be aware that books of a scholarly nature will not be sent to general media such as The New York Times Book Review, Boston Globe, Washington Book World, Chicago Tribune, etc.**

**Click or tap here to enter text.**

**2. If your university has a public relations office, please provide contact information below.**

**Click or tap here to enter text.**

**3. Please list the names of university publications with which you have an affiliation (as alumni or faculty).**

**Click or tap here to enter text.**

**4. Please list the major annual conferences or events that are relevant for your work. Indicate those you expect to attend.**

**Click or tap here to enter text.**

**5. Please list five to ten awards for which your book might be eligible, in order of importance. Please note that the publicity and marketing teams will review these award choices and submit to the five deemed most appropriate. Please note the name of the prize, the group sponsoring the award, and any other information you might have about nominating books for the award. Note that many academic prizes require that you have current membership in the prize-giving organization in order to be eligible, so check that your membership is renewed or up to date at the time of your book’s publication.**

**Click or tap here to enter text.**

**6. Please let us know about any special events, anniversaries, etc. with which your book coincides.**

**Click or tap here to enter text.**

**ONLINE MARKETING AND SOCIAL MEDIA**

**1. Personal online branding is a critical tool for getting your book recognized in today’s market. Please list any social media and/or online accounts that you will use to help promote the book—and you would like us to use in our promotion of the book. Please include the applicable URLs and account names.**

**Click or tap** here **to enter text.**

**2. Blogs and other online media have become essential in promoting new books and ideas. Beyond the major venues (e.g., Huffington Post, Psychology Today), what blogs are important in your field? Which blogs do you read? Please list any blogs, websites, or online forums that deal with your book’s subject matter or that you think would be appropriate to inform of your book. Include contact emails and/or web addresses if possible.**

**Click or tap here to enter text.**

**3. Please list any author pages that you have set up with online book vendors or book-centric social media websites (i.e., Amazon, Barnes and Noble, Goodreads, etc.).**

**Click or tap here to enter text.**

**4. Please list e-mail addresses for any specific bookstores that should be notified when your book is published.**

**Click or tap here to enter text.**

**5. We recommend joining online listservs (e.g., H-Net) or forums in your field in advance of your book’s publication to become part of the online community. When your book is published, we encourage you to post information about your book on the listservs. A posting should contain a brief description of the book and a link to the book’s page on our website. Let us know (in the space below) if you have access to listservs or e-newsletters on which your book could be announced. (Note: It’s always best to check the etiquette of the forums to be sure they allow for book announcements—some do not. For example, authors, but not publishers, can submit notices about their book publication to H-Net.)**

**Click or tap here to enter text.**

**8. Please list up to ten (10) U.S.-based scholars, along with their affiliations, whom you think may either be interested in adopting your book for a course or be instrumental in letting a range of others know about your work and encouraging its use, e.g. by helping get it reviewed in a journal.**

**Click or tap here to enter text**.

**9. If you feel your book has particularly strong appeal in any foreign countries, and you have a contact at any publishers there, please supply contact information below. We have sales and marketing representation in many different countries, so please highlight any opportunities you think are relevant.**

**Click or tap here to enter text.**

**ADVERTISING & PROMOTION**

**1. Reaching out to the right people is a key part of a successful advertising plan. Your input on relevant readers will be of great value. Please list media outlets that have covered your work in the past, or any for which you have been either a contributor or editor.**

**Click or tap here to enter text.**

**2. Direct mail pieces and emails can be effective marketing tools when sent to the right audience. Can you list professional associations or societies whose membership lists might be appropriate for marketing to?**

**Click or tap here to enter text.**

**3. Can you list journal subscribers who might be interested in your book?**

**Click or tap here to enter text.**

**4. Do you have a personal mailing list to which we might send promotional material on your book?**

**Click or tap here to enter text.**

**5. Are there any special events, fairs, organizations, or institutions — academic and non — that might be interested in your book?**

**Click or tap here to enter text.**

**6. If you have an email list of personal and professional contacts you’d like us to contact with an email when your book publishes, please list those individuals here. Specify if they’re going to be buying the book (we’ll include a discount code) or using it for a course (we’ll link to the exam copy request page).**

**Click or tap here to enter text.**

**SPECIAL SALES**

**1. Please list special markets, such as corporations and institutions that are likely to be interested in your book. Include non-U.S. possibilities.**

**Click or tap here to enter text.**

**Thank you for your effort!**