



AUTHOR QUESTIONNAIRE

Please complete this questionnaire and return it via e-mail to your editor. 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.

When you are finished with this document, please return the completed form along with the following materials to your editor:

1. The complete, revised manuscript ready for copy editing
2. Your CV
3. A high-resolution author photo and credit line (for publicity and marketing)
4. Contributor contact information (if edited collection)
5. Abstracts and Keywords (if applicable)

Thank you for your effort!

1. BASIC INFORMATION

1a. YOUR BOOK

Book Title:

Subtitle:

Coauthor(s) or Coeditor(s):

Series (if any):

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

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

1b. CONTACT INFORMATION

Office address:

Office telephone number:

Office email:

Home address:

Home telephone number:

Home email:

Cell phone number:

Where do you prefer us to direct correspondence? Home Work Both

Social Media (for publicity and marketing purposes):

Website:

Blog:

Twitter:

Facebook:

Instagram:

The following information is required for copyright purposes.

Date and place of birth:

Citizenship:

1c. AUTHOR BIOGRAPHY

i. 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). **Please list all relevant book publications and honors received.**

ii. Please write a brief author biography as you would like it to appear on marketing materials, the website and seasonal catalog in the following format:

[Name] is [Position] in the Department of [Subject] at [College/University] and author of [most recent or most relevant book].

iii. Please paste below a headshot for publicity and marketing use. Save the file name as **LAST NAME, FIRST NAME_Author Photo.jpeg**. Attach a high resolution image when you return this form to the Press.

Image Credit:

iv. 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.

2. COVER

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

2a. Please give us a brief idea of what you imagine for the book's cover. Be specific—are there visuals in your book that would be suitable for a cover? Are there certain clichés our designer should avoid, or certain matters of representation that are important to you?

2b. 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.

2c. 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.

3. DESCRIPTIVE COPY FOR 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 promotional copy. List the most important features first.

3a. 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?)

3b. 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:

3c. Key selling points for marketing outreach, sales reps, and publicity. Please also keep in mind reasons why a professor should use your book in their class. Be specific. For example, instead of saying your book is interdisciplinary, explain how it may appeal to different audiences and what topics it addresses.

i.

ii.

iii.

3d. Audience:

i. What is the main audience for which your book has been written?

ii. Secondary audience?

iii. 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?

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

4. ENDORSEMENTS

4a. 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).

4b. When we receive advance copies of the book, the Press sends promotional copies to up to ten (10) US-based scholars whom you think may be interested in adopting your book. Please list these scholars below. These scholars should be considered big names in your field and people you think may be interested in teaching your book in a class or otherwise instrumental in spreading the word about your work. Publishing calls this list “the big mouth” for a reason!

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- 10.

5. PUBLICITY

5.1a. In order of importance, please list the names of the important publications in your field. Please include any specialty magazines or journals that pertain to the subject of your book. Please also list any journalists known to you personally or who have interviewed you about your work, and their contact information. 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 this media such as The New York Times Book Review, Boston Globe, Washington Book World, Chicago Tribune, etc.

5.1b. Blogs and other online media have become essential in promoting new books and ideas. Beyond the major venues (e.g., CNN and the Atlantic), what blogs are important in your field? Please suggest below any blogs, websites, or online forums that deal with your book's subject matter.

5.1c. If your university has a public relations office, please provide contact information below.

5.1d. Please list the names of university publications with which you have an affiliation (as alumni or faculty).

5.1e. Please let us know about any special events, anniversaries, etc. with which your book coincides.

5.2. AWARDS AND EXHIBITS

5.2a. Please list the major annual conferences or events that are relevant for your work. Indicate those you expect to attend. **Please mark associations of which you are a member with an asterisk.**

5.2b. 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.

6. MARKETING AND SALES INFORMATION

6a. 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.

6b. 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.).

6c. 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?

6d. Can you list journal subscribers who might be interested in your book?

6e. Do you have a personal mailing list to which we might send promotional material on your book?

6f. Are there any special events, fairs, organizations, or institutions — academic and non — that might be interested in your book? **Include contact emails and/or web addresses if possible.**

6g. Please list e-mail addresses for any specific bookstores that should be notified when your book is published.

6h. 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.)

6i. 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

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marketing representation in many different countries, so please highlight any opportunities you think are relevant.

6j. Please list special markets, such as corporations and institutions that are likely to be interested in your book. Include non-U.S. possibilities.

Thank you again for your effort! As a reminder, when you return this completed form, please also include:

1. The complete, revised manuscript ready for copy editing
2. Your CV
3. A high-resolution author photo and credit line (for publicity and marketing)
4. Contributor contact information (if edited collection)
5. Abstracts and Keywords (if applicable)