**Sample Author Questionnaire compliments of** [**Your Expert Nation**](http://www.yourexpertnation.com/)

Our marketing and promotion departments are skilled at directing our books to the most appropriate audiences. We already have on hand plenty of information about outlets for your book, but it is vital to get information from you as well. We’d appreciate it if you would fill out the attached questionnaire as best you can. Some of the questions may not apply to you, or you may think you are giving us information we already have—but we would still appreciate your suggestions.

Publication plans for you book start early on, so it is important that you return this questionnaire to your editor as soon as possible. We’d appreciate it if you would include a complete CV, even if we may have an old one on file. **Please also enclose a recent high-resolution photograph, along with the name and address of the photographer.**

**About You**

Full Name (as it should appear on the book jacket and title page):

Address:

Home phone:

Work phone:

Fax:

Email address:

Title and subject of your forthcoming book:

Date of birth: Place of birth: Citizenship:

Name of spouse:

Names and ages of children:

Brief summary of education (not necessary if you attach a CV):

Brief summary of jobs, profession, and other relevant activities (not necessary if you attach a CV):

**About Your Work**

Books previously published: Please give *title, publisher, date of publication,* and *sales figures* if at all possible. Information on paperback and foreign editions is also essential.

If your work has appeared in *magazines or other publications*, please list them here and give us the date on which your work appeared:

Please give us a brief description of your book (about 250 words):

Please tell us the 'story behind the book': what led you to write this book?

Please share any very surprising or newsworthy items you discovered while researching/writing your book.

Any especially relevant or entertaining anecdotes to share from your subject's life, which you uncovered during your research?

List citations, prizes, and honors you have received:

Please list and describe briefly any relevant books that might complete with—or complement—your new book:

**Marketing and Promotion**

List influential people whom we could solicit for comment on the book in advance of publication:

List well-known people in your field or those especially interested in your topic or your work who might receive complimentary copies of the book in order to spread the word of its publication:

List critics, feature writers, and radio or television commentators of your acquaintance or with an interest in your subject:

**General Media**

Please list *websites* or other online promotional opportunities:

At the time of publication would you be willing to consider (check all that apply):

[ ]  *newspaper or magazine interviews*

*[ ]  radio interviews*

*[ ]  television appearances*

*[ ]  speeches at clubs or universities*

*[ ]  bookstore signing(s)*

Tell us about any *speeches* or *activities* that you may already have planned in the months surrounding publication. If you have a lecture agent, please give us his/her name and phone number:

Are there towns/cities besides your birthplace and current residence where you are particularly well-known?

What is your neighborhood bookstore?

Are there other booksellers with whom you have worked on previous books?

List *academic, professional, and special-interest groups* that have interests relevant to the subject of your book. If these groups have annual conferences at which your book might be displayed or promoted, please include that information:

List prizes for which your book is eligible, along with any information you have about submission deadlines or addresses of prize committees:

Any you represented by a speaker’s bureau? If so, which?

**Online Opportunities**

Do you have a preexisting web page? (If you have one, we advise you to link to the following retailers: Amazon, Barnes & Noble, and Indiebound. A democratic approach to retailers gives your readers choice without overwhelming them.)

Do you have pages on any social media sites, such as Facebook, LinkedIn, or any more specialized sites? Do you “tweet” on Twitter? (We don’t necessarily recommend this course of promotion for all authors, as it requires consistent and frequent effort in order to be effective. If you do want to enter the social media space for book promotion, a good place to begin is creating a Fan Page specifically for your book on Facebook.)

Do you have a blog? Are you willing to blog?

What websites or blogs do you follow?

Do you and/or your works have Wikipedia entries? IMBD or IBDB entries?

Are any events, talks, or interviews with you available on YouTube or Google Video?

Do you have audio or video files of talks, lectures, performances, etc. derived from or compatible with your book’s material that might be used either for promotional purposes or marketed alongside your book in digital form?

**Subsidiary Rights**

Has any part of your book been previously published? If so, where?

Do you know of *magazines or journals* that might be interested in publishing an excerpt of your book?

If the subject of your book might be suitable for an *op-ed piece,* what would be the most appropriate places to try? Do you have contacts who would be useful to us in placing op-ed?

What foreign languages do you speak?

In which foreign countries might publishers be interested in a translation of your book? Please list the contacts you have had with *foreign publishers* of your previous books.

Have any of your previous books been selected by book clubs?