

AUTHOR MARKETING QUESTIONNAIRE

Author:
Season:

Goblin Fern Press, 3809 Mineral Point Road, Madison, WI 53705

Phone 608-442-0212 Toll Free 1-888-670-2665 Fax 608-442-0221

This questionnaire is essential for our marketing efforts and is REQUIRED for anyone considering marketing with Goblin Fern Press. We use the information from this questionnaire for copywriting, publicity, targeted mailings, advertising, sales, reviews, book convention exhibits, translations, book launch parties, copyright and subsidiary rights sales. We will also use this information to answer questions of others interested in your work: reviewers, librarians, and booksellers. However, no one understands your book better than you. Therefore, taking time to carefully complete this questionnaire is time well spent.

Title of Book: _____

Subtitle of Book: _____

Name of the author(s) and/or editor(s) as it /they will appear on the title and copyright pages:

I. PERSONAL INFORMATION

Home Address

Business Address

Telephone: _____

Telephone: _____

Fax: _____

Fax: _____

Email: _____

Email: _____

Would you prefer correspondence sent to your home _____ or office _____?

May we release your phone number to interviewers and other such interested parties?

Social Security Number: _____ Date of Birth _____

Present Occupation: _____

Prior Occupations: _____

I. PERSONAL INFORMATION (continued)

Please list all cities in Wisconsin in which you have lived and the dates.

If your book has a regional angle to it, please list all states and cities in that region in which you have lived and the dates:

Please list all principal US cities and states in which you have lived and the approximate dates:

Please list principal foreign countries in which you have lived or traveled and approximate dates:

If you are planning to move or travel in the upcoming year, please provide us with the dates and addresses where we can contact you.

We must have a black and white photo (5 x 7) **and** a color photo (5 x 7) of authors and/or editors on file for various promotional uses. These photos should be matte finish, not glossy finish. We also need a digital photo on file at 300 dpi. Please be sure that you obtain the photographer's permission to use the photos; we will assume you have done this when you have given us the photos.

II. PROFESSIONAL INFORMATION

Please list all schools you have attended, including dates and locations. For colleges and universities please include degree and department:

Please list your fields of interest or study, including hobbies:

Please list current or past pursuits, activities, plans or interests relevant to your book's topic or its promotion (for example, your book is about the Civil War and you are a re-enactor).

Please list all your professional memberships and/or honors and offices.

Please list your non-professional associations or memberships or clubs, whether or not they are relevant to your book's topic.

II. PROFESSIONAL INFORMATION (continued)

Please list all honors, awards, prizes or grants you have received:

Please describe the research process you undertook for this book, include libraries, archives, and personal collections.

Please write a few paragraphs on why you wrote this book, including any interesting experiences researching it or finding a publisher.

Please list information for any other books you have published as author or editor:

<u>Title</u>	<u>Publisher</u>	<u>Soft or hard cover</u>	<u>Year</u>	<u>Approx Sales</u>
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II. PROFESSIONAL INFORMATION (continued)

If any of your books have been serialized, reprinted, published in foreign editions, adopted by book clubs or made into films, please specify:

<u>Title</u>	<u>Club/Publisher/Producer</u>	<u>Year</u>	<u>Language</u>
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Please list magazines or periodicals to which you have been a contributor, the titles of your articles and dates they appeared. Place a star in front of the periodical name if you are still a contributor.

III. BOOK COVER AND/OR JACKET INFORMATION

Who are the audiences for your book? If your book has more than one audience, please rank them in order of importance, with 1 being the most important in each category.

Children (Recreational reading)

Pre-K K-3 Pre-teens Teens

Students (curriculum or supplements)

at the high school level
 at the college/university level
 at the graduate level

Libraries

school
 public
 university and research

III. BOOK COVER AND/OR JACKET INFORMATION (continued)

Teachers

- ___ at the grade school level
- ___ at the high school level
- ___ at the college/university level
- ___ at the graduate level

Scholars

- ___ in the field of _____
- ___ in several fields _____
- _____
- _____

Regional readers

- ___ in Wisconsin and Midwest
- ___ in other region _____

General readers

- ___ all general readers
- ___ intellectual general readers
- ___ intellectual readers with a special interest in _____

Other groups to which your book would have particular appeal:

Please give 3-7 adjectives that describe the tone of your book. (Examples: funny, informative, gut-wrenching, inspiring, honest, tragic, loving, harsh, sweeping, imaginative, provocative....)

Please describe in 250-300 words what your book is about. Imagine you are writing the book jacket or promotional piece. What is most important about your book, what makes it stand out from other books in its genre, and if it's a reference book what features and benefits make it useful to potential readers. Make this information as straightforward and accessible to all your audiences as possible.

III. BOOK COVER AND/OR JACKET INFORMATION (continued)

In ten words or less, describe the single most important aspect of your book (what is the first point you'd like us to tell interested others about your book, what information does it provide that no other book does, what is the most important benefit to readers?)

Please tell us any general ideas you have for the book cover and/or jacket...color, illustration and if you have a camera-ready copy of it and permission to use it, foil stamping, similar books, sizes....

IV. PUBLICITY

What are the names (and contact information if you have it) of three well-known people or celebrities who should see an advance copy of your book for purposes of giving a pre-promotional quote? They do not have to know you at this time. If, however they do, please provide their relationship to you and/or the book.

Please list any people you know personally whose comments on the cover or jacket might directly give your book added publicity. Give complete names, addresses and their connection with the book.

IV. PUBLICITY (continued)

Please list the names and contact information, *including phone number*, for the public information officer at your current and former places of employment for purposes of promoting your book.

Please list any specialized media (local, hometown, alumni...) newsletters or magazines or newspapers which should receive review copies of your book. Please include the contact person's name and address as well as your connection to the town or group.

Please give names and contact information for personal contacts at magazine, film companies, or book clubs which might assist in exploiting subsidiary rights sales (excerpts, serializations, translations) of your book:

Have you been interviewed by print or electronic media in connection with your book, its subject matter, or any other subject? If yes, please indicate which publications and provide press clippings and contact information.

Which conventions or conferences do you attend on a regular basis? Please give their names, dates, locations and websites for the upcoming year.

IV. PUBLICITY (continued)

Please write a brief biographical sketch of 150-300 words. Do not include any information you do not want released.

Would you be willing to write an article or editorial for a general audience based on your book if a publication expressed interest?

Is any part of your book excerptable in its current form without any changes? If so, which chapter(s) and which publication(s) might be suitable?

Chapter Name/Number

Publication

IV. PUBLICITY (continued)

Please suggest any radio or television interview programs you know of that you think would be appropriate for you and your book. Include call letters, contact name, address and phone number.

Name of Program/

Call letters Contact Name Address Phone Number

What electronic sources (online journals, ezines, databases, listservs, websites...) that you know of would be suitable for promoting your book? Please provide contact information and/or suggestions on how best to use/contact these resources.

If you are publishing under the Goblin Fern Press or Radiant Heart Press (imprint) we will submit your book for one book award of your choosing. The submission fee should be no more than \$50, unless you'd like to add the difference. Please list your choice below, and the contact information where we can write for submission guidelines. Your suggestions for awards are invaluable. (See Writer's Market, search the web, consult your public librarian.)

V. SALES

List the names of any organizations, institutions or associations that might be interested in using your book as a promotional give-away item (buying in large quantities), selling your book (CostCo, Sams, etc), or publicizing your book. If you have contacts with any of these groups, please indicate the name, title and phone number of the person(s) with whom you have dealt.

Are you interested in making appearances at bookstores or other ventures to promote your book, either in your own community or in conjunction with your travels? Please list your specific suggestions or contacts.

Please list any specific mail-order catalogs, book clubs, tour companies and other “outside of the box” sales channels that specialize in your book’s topic. Please provide addresses, website information or other means of contact, if you have it.

Please list the names of any bookstores that would be especially interested in your book because of they specialize in your topic or because you are a local author. Please include cities.

VI. ADVERTISING AND REVIEWS

Using your expertise on your subject, please list 5-10 (in order of importance) US magazines, journals, newspapers, newsletters, ezines, websites, and other publications you believe most appropriate for **advertising** your book. Include title and contact information.

Using your expertise on your subject, please list 5-10 (in order of importance) US publications, ezines and websites you believe are most likely to carry a **review** of your book.

VII. BOOK LAUNCH

Please compile a mailing list of friends, family, media, colleagues...to invite to your book's launch at the Goblin Fern Press office. Submit this list in MS Word mailing label format no later than one month prior to launch party.

VIII. DIRECT MAIL

Please list names of organizations and associations that would be a specialized market for your book and might have mailing lists available for rental. Please provide contact name, organization name, phone, fax, and email.

Do you have access to lists or personal lists that we may use free of charge? If so, please submit the list(s) in MS Word mailing label format and list names of lists here.

If your book is for a college/university audience, what would be the typical course titles in which departments in the curriculum for which your book should be considered?

<u>Course Name</u>	<u>Level</u>
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IX. EXHIBITING INFORMATION

At what library, book, writing, or professional association conventions or conferences would it be appropriate to exhibit your book? Please indicate those you are likely to attend. For small conferences, please include contact information.

<u>Convention</u>	<u>Dates</u>	<u>Location</u>	<u>Contact</u>	<u>Attending?</u>
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