



RIT Press

# Author Marketing Questionnaire

## Author Information

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Author's Full Name \_\_\_\_\_

Author's Name on Book \_\_\_\_\_

Proposed Book Title \_\_\_\_\_

Author's Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Country \_\_\_\_\_

Nationality \_\_\_\_\_

*Required for registering your book with the U.S. Copyright Office*

Birth Date \_\_\_\_\_

Home Phone \_\_\_\_\_

Work Phone \_\_\_\_\_

Email \_\_\_\_\_

What phone number and email address can we publish for reporters and editors to contact you?

Phone \_\_\_\_\_

Email \_\_\_\_\_

Do you blog?

What is your blog's url? \_\_\_\_\_

Do you have a Facebook?

What is your Facebook's url? \_\_\_\_\_

## Author Biography

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Please provide a concise biography (3-4 sentences). Include current occupation, title, and any past employment or publications that would be pertinent to readers of your proposed book.

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**Author Education**

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Please provide a list of colleges attended, degrees, and honors

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**Affiliations**

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Please provide the names of any organization to which you are affiliated, including academic, professional, and/or governmental.

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**Previous Books**

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Please list any previous books you have written including title, publisher, year of publication, and sales history.

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List other published material pertinent to the book and to readers of the proposed book.

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**Book Information**

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Why are you submitting your proposal to the RIT Press?

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What is your book's main topic or subject?

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What is the book's story? In 50 words, what does the book reveal? *Consider as though this was the book's cover description.*

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Have portions of your book been previously published? If so, where?

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What are the titles of three recent books on the subject?

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How does your book differ from recently published books on the topic?

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Who is attracted to, interested by, and will buy the book's story?

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**Book Information**

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Why will they find the book's story compelling?

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Why are you the person best suited to tell this story?

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Where are potential readers likely to learn about your book's story?

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Which specific traditional media outlets should be alerted about the book? *Newspapers, magazines, journals, TV, radio*

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Which specific digital media outlets should be alerted about the book? *Websites/blogs*

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Which professional associations and conferences should be alerted about the book?

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What are the names of editors, reporters, reviewers, and bloggers who might write about your book and its subject?

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**Book Information**

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Where should review copies of the book be sent?

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Are there awards or prizes to which the book should be submitted?

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Do the groups sponsoring such prizes have annual meetings?

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Are there events, anniversaries, or special occasions the book can be tied to?

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Will the book be used in college classes?  
*Which disciplines? Which course?*

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Who should be approached about writing a blurb for the book?

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