



Marketing and Information Form for Authors and Editors

To assist the WAC Clearinghouse, the CSU Open Press, and our print publishing partner, University Press of Colorado, in marketing and promoting your book, we need your answers to the following questions. Not all questions may be relevant for your book (please write N/A if this is the case). Please indicate also if there is any confidential information that you'd rather not be used to promote your book. Please email the completed form to Mike.Palmquist@ColoState.edu.

Our goal is to see that your book reaches its widest possible audience, and the effectiveness of our marketing efforts will be aided immensely by thorough and thoughtful attention to this questionnaire. We appreciate your giving us the most complete answers possible. It is invaluable in completing your book's marketing plan.

THE BOOK

NOTE: Your book will be available in open-access formats on the Clearinghouse site. However, some people want to purchase print copies. Responses to the following will be used as the basis for promotional copy in marketing your book, including the summary that goes on the back cover of the book.

Full Title of Book:

BOOK SUMMARY

Summarize your book, or its approach, in 25 - 50 words.

BOOK DESCRIPTION

In 150 – 250 words, provide a synopsis of your book as you would describe it to a colleague or reader who is unfamiliar with you or your work. Include its purpose, scope, main, innovations, influences, or other features that will be informative to readers. This will appear on the back cover of the book and on the website. See examples of descriptions through published WAC Clearinghouse books.

General Marketing Information

Are there other names (e.g., contributors, illustrator, translator, cartographer) that should be included in the book's promotional copy? Please provide contact information for them.

KEY CUSTOMER FEATURES AND BENEFITS

Please list three to five key features of your book that would interest readers and encourage their purchase, such as major or special topics, a new, or unique, or innovative approach, and so on.

POSITIONING THE BOOK

Please list any competing or related books, along with the names of authors and the respective years of publication. How does your book differ? How does it build on related work?

POTENTIAL AWARDS

Please list any prizes or awards for which your book is/will be eligible. Please include contact information.

ENDORSEMENTS

Please list names, addresses, and email addresses of three to five prominent individuals from whom we can solicit endorsements. Authors may be encouraged to contact these people in cases where it would be advantageous. If you send blurbs that you have solicited, please provide names, addresses, and email addresses so that permission can be obtained and courtesy copies sent on publication.

PERMISSIONS ISSUES

Are there any illustrations from your book that we may not use in promotions or that require special permission? If so, please note here.

ADDITIONAL COMMENTS

PUBLICITY AND PROMOTION

The following is a list of potential publicity and promotional activities. Some promotional activities may not be applicable to your book. Please provide your responses here.

SIMILAR BOOKS

Please list any similar books you know of that will be published at the same time as yours:

PERSONAL CONTACTS

Do you have any personal friends or contacts with the media who should be informed about your book or who might be willing to help publicize the book? Librarians? Please include name and email addresses.

MEDIA

Are there any specific radio or television media we should include in our publicity efforts? Consider local, regional, and national media. Please include names and contact information.

Are there any college or university alumni publications we should contact regarding your book? Please include names and contact information.

REVIEWS

List magazines, journals, newsletters, and trade publications that should receive review materials on your book. Please include URLs, addresses, names, phone numbers, and any other contact information that would help us get the message out to these sources. Please spell out the names of publications rather than using initials.

EMAIL DISCUSSION LISTS /WEB SITES

Please list any email discussion lists or Web sites that can be used to promote your book.

PRESENTATIONS, WORKSHOPS, PUBLIC APPEARANCES

List any presentations, workshops, and/ or public appearances that you may schedule over the next two years where your book could be promoted.

INTERVIEWS

If the opportunity arises for a radio or television interview, are you willing to be involved?

PUBLIC INFORMATION OFFICER

If there is a public information officer at your institution, please supply his/her name, telephone number, and email address.

CONFERENCES, EXHIBITS, AND TEXTBOOKS

Which academic or specialty conferences should we consider for your book's display?

What conferences do you attend on an annual or regular basis?

COLLEAGUES

If there are teachers or professors we should contact about the use of your book as a text, please provide their names and email addresses.

RETAIL SALES

Are there specialized bookstores, mail order catalogs, or local bookstores (other than chain stores) you know of that should know about your book? Please include a contact email addresses.

INFORMATION ABOUT THE AUTHOR(S) OR EDITOR(S)

Author/Editor: Except for name, all other information provided in this section will be kept confidential or used for copyright and other registration processes. If there is more than one author or editor of the book, each should complete all parts of this Author/Editor section.

Full Name (full first, middle, and last names):

Institutional Affiliation:

Date of Birth:

Citizenship:

Home Address:

Work Address:

Home Phone:

Work Phone:

Mobile Phone:

Fax:

Email:

Website (if you want us to link to your website from the book, or if there is a website set up for the book, please provide its URL):

AUTHOR RESUME / CURRICULUM VITAE

Attach a current resume or curriculum vitae. Or, include a brief summary of professional background, education, degrees held, and present affiliations, stressing qualification for writing this book and that could be adapted for jacket copy. Also list any associations to which you belong, both professional and civic, and indicate any offices held. Include special honors, prizes, competitive fellowships, and/or membership in honorary societies.)

Photo / Bio

Please attach a high-quality photo, in color or black and white. Please also provide approximately 100-200 words "About the Author." Mention previous books, publications in major journals or magazines, major awards, or other information that you think is important. Please don't list works that are forthcoming or in process. Your words here will be used to generate copy for the book jacket.

Other Contributors to the Book

Are there other names (e.g., illustrator, translator, cartographer) that should be included in the book's promotional copy? If so, please list them below. If possible, please provide contact information for them.

Should you have additional information that would be helpful in promoting and selling your book, please contact us as soon as possible. Waiting until after your book appears to share information may be too late. In the months prior to its arrival, it will be presented to national review media, our international retail sales force, national chain book buyers, and most of the nation's major independent bookstore buyers.

Thank you!

Your responses to these questions constitute an important part of our marketing plan.