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**MARKETING QUESTIONNAIRE**

This questionnaire is designed to help you provide us with information about your book and its market. As Author/Editor, you can help us create a successful advertising and sales promotion campaign for your book by completing the questionnaire fully and with care. Your answers will provide the basic material that we need to promote and sell your book effectively.

Please return the completed form by email if possible and add pages if you need to say more. Feel free to ignore or amend any questions not relevant to your particular book, and to add any supplementary information you consider to be important. The completed questionnaire should then be emailed to Clemson UP Managing Editor, Alison Mero at amero@clemson.edu.

**There are a few things you as the author can do to promote your own book.**

1. Contact your university or institution’s publicity department and let them know you have a book forthcoming. Feel free to give them our contact information and we will share high-resolution images of your book cover for their promotional use.
2. Create an author page on Amazon. Amazon Author Central is a free service provided by Amazon to allow authors to add an author profile and connect with readers: <https://authorcentral.amazon.com> and<https://authorcentral.amazon.co.uk>
3. If you have your own blog, post a message about your book or start a discussion around the central theme of your book. Please add the link to your book on the Clemson University Press website once it has been posted.
4. As soon as it is available, share the Clemson UP page for your book to your Twitter account. If your followers like your message they will *retweet* the message to their followers, and in doing so, spread the word about your book.
5. LinkedInis a networking site aimed toward business professionals. If you have your own profile on LinkedIn, you could mention your book, too. Suggestions for how you might do this include:

• In the summary section you could add a sentence about the book, along the following lines: “My book *XXXX TITLE XXXX* has been published by Clemson University Press: [insert URL here]”

• You could add a link to the book’s page on Clemson UP’s website in the website section of your profile. You are allowed up to three different web links in this section;

• You could add your book to the “Reading lists by Amazon” widget.

1. As soon as it is available, share the Clemson UP page for your book to your Facebook page.
2. Although Wikipedia shouldn’t be used for promotional purposes, if your research provides a genuine contribution to the site and you can reference your book at the same time, that’s fine. If your book is at the cutting edge of research in a new field and there is no existing entry on Wikipedia for your subject, you could consider creating one and including a reference to your book.
3. Consider including a link to your book’s page on the Clemson UP website in your email signature, alerting all of your correspondents to your recent publication.

**TITLE OF BOOK:**

**SUBTITLE:**

# AUTHORS/EDITORS

**Full names and titles:**

**Please write names as they should appear on the book and in advertising copy:**

**Degrees and professional qualifications:**

**Your present appointments/professional affiliation (please state if this may be used for promotional purposes):**

**Previous appointments of relevance (with dates):**

**Nationality:** (useful for prize/awards applications)

**Professional addresses:**

**Email:**

**Website/homepage:**

### Private Addresses

**Selected previous publications:**

**Professional accomplishments and any other biographical information that might be relevant to the promotion of the book:**

**Please provide a c. 100 word biographical statement highlighting your current position and recent research projects.**

**List any future lecture engagements relevant to the promotion of the book (giving location, date and any other useful information):**

# ABOUT THE BOOK

**Describe in about 200 words the purpose, scope and basic approach of the book. Please keep the description objective. It may be quoted on the jacket of the book. Do not just duplicate the list of contents or the Preface. PLEASE AVOID SPECIALISED LANGUAGE; YOU ARE ADDRESSING A GENERAL AUDIENCE WITH NO PRIOR KNOWLEDGE OF YOUR FIELD.**

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**Are there any points in the description that could be clarified for the benefit of the layman in the book trade? (Include any background material you feel might help sales reps, booksellers, and bibliographic database editors to achieve a better understanding or your book.)**

**Owing to lack of space we sometimes need to describe the book in less space. Please provide a 50 word description of your book.**

**Please provide a 15 word description.**

**Please list three to five *key words or phrases* relating to the subject of your book that could be used as search terms to make your book discoverable online (eg “postcolonial,” “pluralism,” “T. S. Eliot,” “the spatial turn,” etc). Be as specific as you can, especially if you are writing in a niche subject area.**

**Outstanding features of the book, especially in contrast with any competitive or similar books on the subject i.e. new approach, presentation, coverage, etc. Please supply at least three points, and no more than five, made concisely, preferably one sentence each.**

**How many illustrations will be included in your book?**

**Are there any unusual or particularly useful illustrations, tables, or charts that distinguish any part of your book?**

**We will be publishing an electronic edition of your book alongside a print edition. Please list below any third-party material (images and text) that you *do not* have permission to publish in an electronic edition of your book.** (If you have any questions regarding permissions or are unclear about whether you require permission or not, then please discuss the matter with your commissioning editor as soon as possible.)

**Competitive titles**. Please list the titles of any books that would be competitive in whole or in part with yours (author, title, publisher, year of publication, price). Include also any that you know to be in preparation. Indicate their deficiencies so that the strong points of your own book may be emphasized. This information will not be used in our advertising, but is essential for effective and intelligent promotion. Please answer completely and candidly.

**General assessment of competition:**

**Is this book the result of teaching activities? If so, in what form was the material used, and where?**

**TARGET MARKET**

**Who do you expect to buy the book when it is available?**

**Readership aimed at:**

1. Level of knowledge or experience assumed:

2) Level at which aimed:

**If your book has a student market, please state for what courses and/or examinations you expect it to be used. In what type of institution and in which countries are such courses taught?**

**Universities (especially in US, Canada, EU, Latin America) with undergraduate, Masters or PhD courses in:**

**If known, please indicate equivalent United States levels and courses:**

**Which institutions and department of business, industry, and government make a special study of your subject, both nationally and internationally? Indicate, also, any institutions or organisations likely to buy your book in bulk:**

**ENDORSEMENTS/REVIEWS**

**Please name any individuals or groups working in your subject area that would be influential in promoting your book:**

**Recommended journals for review.** Our selection of journals, periodicals, and other media for advertising your book will be based upon careful study of the book’s market and our knowledge of the media’s effectiveness in reaching that market, but we would welcome the names and details of professional or specialist journals that you would like to bring to our attention for consideration in reviewing your book internationally. **Please list up to 15 journals in order of importance:**

**Adoption copies.** If your book is a paperback and suitable for adoption onto a course reading list or to be recommended for purchase by students, please list the names and addresses of those who are likely to influence such sales on receipt of a copy of the book:

**Direct mail. Please list in order of importance the names of professional bodies or other organisations, and supply lists (if available) of societies, institutes, etc., to whom your book should be of interest. Please also suggest any e-lists, list-servs, or web forums that you feel we should target.**

**Do you know of any forthcoming symposium/conference, etc., at which participants will be interested in your book? Can you put us in touch with the organisers? Can you obtain a list of those attending for mailing, or suggest another method of bringing your book to their attention?**

**Have you any other suggestions for publicity not covered adequately elsewhere on this form that you would like to add?**

**COVER DESIGN**

If you have any ideas to recommend for the book cover then please ***let us know now*.**

It would be particularly useful if you could send a copy of the specific illustration that you would like the design to incorporate. Do also let us know if you have any views about the colors to be used or any other specific details. We will then assess your suggestions in terms of impact, availability, and cost-effectiveness.

**Please note that if your book is to be published in one of our series, there will be a standard series design. Contact your editor if you need clarification on this.**