

# Marketing Questionnaire

Dear Author / Editor,

Hogrefe Publishing undertakes a range of marketing measures to promote the books we publish, both to bookstores and directly to the book's potential readers. Since you, as author, are likely to have expert knowledge about the audience for your book and how to reach them, we'd like to enlist your help and advice in planning marketing activities. Please consider and let us know your thoughts on the following:

**1. Promotion text:**

Please provide a draft promotion text for your book, for use on the cover and in other promotion material, including our website. Ideally, this text should be 8-10 lines long and should highlight: what is new and unique about the book; the readership for which it is intended; and the benefits readers will obtain from reading the book.

**2. "About the Author" Text, Author Photos:**

2a. Please let us have brief (3-4 lines) professional blurbs about yourself and any coauthors/coeditors, which will enable readers to understand why you are well qualified to be writing about this topic.

2b. Some of our promotion materials include author photos, so please send us a high-resolution "head and shoulders" photo (such as taken with a normal digital camera).

**3. Endorsements:**

Brief, pithy endorsements from well-known "names" in the field look good on a book's cover and in marketing materials. Please send us names and contact details (as far as you know them) of suitable colleagues. Endorsements are usually written on the basis of galley proofs, so please also indicate whether you: (a) prefer to make the first contact yourself and simply let us know who agreed and their contact details; or (b) prefer to give us names/contact details and we take care of the rest.

**4. Book Reviews:**

We routinely invite a range of publications to review books, but are always grateful for specific suggestions. Please provide names of the most relevant publications for your book, if possible with the editor's contact details. If you have personal contact with any relevant book review editors, please also let us know.

**5. Conventions, Meetings, Seminars:**

5a. Lectures and talks by authors are among the most effective means of promoting a book. Please keep us informed of your activities and discuss how we can support you.

5b. We exhibit at numerous meetings during the year and also have books exhibited as part of combined book displays. Please list important meetings relevant for your book that are taking place over the next 6-24 months – especially if you yourself are talking/attending.

**6. Flyers and Handouts**

We will likely be preparing a flyer for your book in due course. We will send you an electronic copy that you can distribute to colleagues. Please let us know how many printed copies you'd like (e.g., to hand to colleagues) and when you will need them (e.g., if there is a good opportunity coming up such as a

meeting or presentation). Should you have or could obtain relevant address lists (postal or email) to whom we can mail announcements, please share these with us.

**7. Professional Associations, Societies:**

Potential readers of your book are likely to be members of professional or scientific associations, and these in turn can provide opportunities to inform members about your book (e.g., via postal or electronic mailings, newsletters, journals, meetings). Please list relevant societies or associations and provide contact names and any details you can, especially if you have personal contacts. The more specific or “targeted” these associations are for the topic of your book, the better.

**8. Free Copies for Key “Multipliers”:**

Sending a limited number of free copies to key figures who may then recommend the book to others can be an effective marketing tool. If you think this may be the case with your book, please discuss and suggest addresses to your contact at Hogrefe Publishing.

**9. Courses, Classes, Seminars:**

Many books are of potential use for teaching and training purposes in classes or seminars. If that is the case with your book, please provide details of training institutions or teachers who might want to use the book.

**10. Journals, Newsletters:**

Please list the most relevant journals, newsletters, or other publications where we should consider advertising the book.

**11. Publishing Related Articles in Newsletters, Journals:**

Publication of discussion articles, editorials, and the like related to your book in professional and scientific literature can raise interest both in the subject matter and in the book itself. Please consider writing or submitting such articles and discuss with us.

**12. Listservs, Electronic Mailing Lists, Discussion Groups, Websites**

12a. Electronic postings are increasingly effective marketing tools. Please send details of any lists, groups, or websites you consider relevant.

12b. Also, if you and your coauthors/coeditors are members of any electronic mailing lists or groups where you could post announcements, please provide details and discuss timing with us. We'll be happy to provide a draft text, images, and links for you.

**13. Mailing lists:**

Please send us details about any other relevant mailing lists (postal or electronic) of which you are aware.

**14. Any Other Ideas:**

Any other ideas concerning marketing activities are welcome.

Finally, if you have any questions, suggestions, or requests concerning promotion of your book, please get in touch with your main contact at Hogrefe Publishing or email our Marketing Coordinator at [marketing@hogrefe.com](mailto:marketing@hogrefe.com).