

Dear InterVarsity Press Author,

Welcome to IVP Academic’s sales and marketing department! While editorial and design are putting their finishing touches on your book, we are beginning to discuss how to best promote and sell your book both before and after its release.

***The attached marketing questionnaire allows us to draw on your expertise and provides us with information that is crucial to this process.***

You may have covered some of the items listed in the marketing questionnairein your book proposal; however, we find that the answers to the initial questions sometimes evolve in the writing process, so it is helpful to revisit them when the manuscript is completed.

Still, you do not need to go into the same detail you would in a book proposal.

We look forward to partnering with you to promote your book.



Sincerely,

Geri Edwards

Events Marketing Coordinator

[gedwards@ivpress.com](mailto:gedwards@ivpress.com)

**Marketing Questionnaire | IVP Academic**

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| --- | --- |
| **Title** |  |
| **Author** |  |
| **Due Date** |  |

**Background Information**

*This information may be used to develop promotional material and to position the title to sales representatives, reviewers, and influential people in your field.*

**What motivated you to write this book? What need are you addressing?**

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**Briefly summarize your thesis. What is distinctive about this idea and/or your approach or methodology?**

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**What are the top three contributions your book makes to the scholarly community?**

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| **1.**  **2.**  **3.** |

**List scholars and/or articles you’ve come across that deal with this subject matter and note those who either come up short or argue for a degree of selfishness in their conclusions.**

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**How does this book relate to the body of your scholarly work? Where do you see it fitting in your trajectory as a scholar? How do you see it propelling your trajectory as a scholar?**

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**Intended Reader/Audience**  *IVP Academic uses the information you provide in this section to promote your book to those with a special interest, in addition to a broadly evangelical audience and to the academy.*

**Who is your target audience for this book? Please be as specific as possible.**

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**What kinds of people have the most influence over your audience (professors, pastors, counselors, etc.)?**

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**What publications, blogs, and websites, does your audience read? What conferences do they attend?** If you have a personal relationship with someone affiliated with one of the publications or organizations you list, please list their contact information and relationship to you (friend, colleague, etc.).

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**Do you anticipate that your book will be used as a textbook? [**Select as appropriate]

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| --- |
| [ ] Undergraduate  [ ] Graduate/Masters  [ ] Graduate/Doctoral |

**Keywords enable online audiences to find your book more easily. Please provide 8-12 keywords that will help readers find your book.**

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| --- | --- |
| 1.  2.  3.  4.  5. | 6.  7.  8.  9.  10. |

**Publicity and Social Media**

*The following questions help our publicists promote your book to the media and provide you with any support you need as you interact with the media.*

**Please share the links to your primary social media pages for the following channels. (Only share links to profiles that you are comfortable with your readers seeing).**

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| * Twitter: * Facebook Profile: * Facebook Fan Page: * Instagram: * LinkedIn: |

**On a scale of 1-4, please rank your level of engagement with each social media platform. (1 = I rarely go on, 2 = Once a week, 3 = Once a day, 4 = Multiple times a day)**

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| * Twitter: * Facebook * Instagram: * LinkedIn: |

**Are there any areas within social media that you would like training on or help improving? If so, please list below.**

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**Are there any organizational connections with your book that we should know the social media handle for? If so, please explain and share the links below.**

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**If there is any reason why you would like us to avoid tagging you on social media, please explain.**

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**Please describe your experience and level of comfort working with the following:**

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| * Print publications such as magazines or newspapers: * Christian radio: * General market radio: * Christian or General market television: * Podcasts: |

**Does your book have an “angle” that may be of interest to the media? If so, what?**

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**Please list any strong contacts you have in the media including print, radio, television, or online media (include local as well as national contacts).** Include the person’s name, title, any contact information you have and their relationship to you.

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**Please list five to ten publications, websites and/or blogs in which you would like to see your book reviewed.**

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| 1.  2.  3.  4.  5. |

**Would you like us to send review copies and publicity materials to the alumni magazines at any academic institutions where you attended or currently work? Please name these and include your degree and class year there.**

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**Do you have a "hometown paper" or other local media outlets, either where you grew up or now live, which we should connect with to promote your authorship?** (Even small papers or radio stations are worth mentioning).

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**Sales Information**

*You have a unique network of institutions, professional societies, and personal and professional affiliations that will be interested in your work because of your relationship to them. Our sales team uses the information in this section to make sure these groups know your book is available for purchase.*

**Are there local bookstores we should contact when your book is available? If you teach, should we contact your institution’s bookstore?**

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**Please list any professional societies or denominational groups to which you belong. Do they have annual conferences where we should seek to make your book available?**

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**Do you speak regularly, or will you be speaking at any conferences where we should attempt to make your book available for purchase? Please include dates and the name of your contact person at the conference.**

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**InterVarsity Christian Fellowship**

*IVP has strong ties to InterVarsity Christian Fellowship, an evangelical campus ministry reaching more than 33,000 college students on over five hundred college and university campuses in the United States and Canada. We will seek to promote your book to InterVarsity Christian Fellowship if appropriate In addition, speaking opportunities often arise as campus staff look for speakers for their chapter events. IVP hosts a page for these Staff that lists authors available to speak for a nominal fee.*

**Are you comfortable working with this demographic?** *Please describe any experience you have speaking to or interacting with undergraduate, grad students or secular university faculty.*

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**If you'd like to be referred as a speaker for InterVarsity Christian Fellowship, please list relevant topics that you could speak about to the following audiences:**

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