Dear IVP Author,

Welcome to the next step in the book process! While IVP's editorial and design teams are putting their finishing touches on your book, the sales and marketing teams are beginning to discuss how to best promote and sell your book. The attached marketing questionnaire will help us draw on your expertise and connections, which are crucial to our work for you.

You'll find six sections in this questionnaire:

* Book Content
* Intended Readers
* Social Media
* Publicity/Media Outreach
* Sales
* Author Influence

Some questions might look familiar, and you might have covered some of the information when you submitted your book proposal or during the editorial process; however, we find that answer evolve in the writing process and it's helpful to revisit them now that the manuscript is more developed. 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 sell and promote your book.

Sincerely,

Geri Edwards

Events Marketing Coordinator

gedwards@ivpress.com

Marketing Questionnaire

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

**1) Content Brief\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

This information may be used to develop marketing copy, create author Q & A’s and position the title to sales representatives, reviewers and influential people in your field.

What motivated you to write this book?

|  |
| --- |
|  |

Briefly summarize the central thesis of your book. What is distinctive about this idea and/or your approach?

|  |
| --- |
|  |

What are the five main things you want readers to take away from your book?

|  |
| --- |
|  |

Is there anything else you want to let us know about the book?

|  |
| --- |
|  |

**2) Intended Reader/Audience\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

We want to be strategic about marketing and promoting your book. The information you provide in this section will help us find the ideal reader.

Describe who you wrote this book for (Consider: age, gender, interests, other books they enjoy, etc.)

|  |
| --- |
|  |

Name some of the preferences of your ideal reader:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Podcasts | Conferences | Organizations | Websites | Magazines/Publications |
| ------ | ------ | ------ | ------ | ------ |

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

|  |
| --- |
|  |

**3) Social 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).

|  |
| --- |
| * Website:
* 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)

|  |
| --- |
| * 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.

|  |
| --- |
|  |

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.

|  |
| --- |
|  |

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

|  |
| --- |
|  |

**4) Media Outreach:** The publicity team uses the information in this section to determine a strategy for spreading the word about your book through podcast and broadcast interviews, and through print and online reviews, excerpts, and articles. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Which chapters best represent the “essence” of your book that should be considered for excerpts, in general or for specific media?

|  |
| --- |
|  |

Are you interested in writing original articles for specific media if the opportunity arises? What would be the focus for these articles?

|  |
| --- |
|  |

Please list 5-10 publications and/or websites in which you would like to see your book reviewed.

|  |
| --- |
|  |

Please list podcasts/broadcasts that you would like us to pursue for an interview about your book.

|  |
| --- |
|  |

Would you like to send any review copies or publicity materials to the alumni magazines or institutions you have attended/worked/currently work at? If so, please name these institutions. If it is an academic institution, please name your degree and class year there.

|  |
| --- |
|  |

**5) Sales Connections\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Our sales team uses the information in this section to make sure these groups know your book is available for purchase.

Do you speak regularly, or will you be speaking at any conferences where we should attempt to make your book available for purchase?

|  |
| --- |
|  |

Are there local bookstores we should contact when your book is available?

|  |
| --- |
|  |

**6) Author Influence**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Where are your natural, strong connections? (Consider: organizations, partnerships, professional, church/denominational, key personal connection, etc.)

|  |
| --- |
|  |

Do you have an email and/or mailing list that you will use to promote your book? How many addresses?

|  |
| --- |
|  |

Are you thinking of doing a launch team with your book? Are you interested in finding out more information about what a launch team is and how it could be utilized for your specific project?

|  |
| --- |
|  |

Do you have an assistant who will be helping you with book marketing? Please provide an email and any information of his/her expected involvement in the book marketing.

|  |
| --- |
|  |

**Thank you so much for your time in filling out this questionnaire. Our team will carefully review it and use this information to create a strategy unique to you and your book.**