

THREE • C • PUBLISHING • COMPANY

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Authors & Editors Marketing Questionnaire

Please complete the following questionnaire and return it to the address listed above. Each author/editor of a multi-authored work should complete a separate questionnaire. Having the following completed information will ensure that your book is brought to the attention of the widest audience.

Please attach a current copy of your resume or curriculum vitae'.

*Please print or type your replies below.
Use additional sheets if necessary.*

- (1) Author/Editor name as you wish it to appear in advertising.

- (2) What is the title and subtitle of this book?

- (3) Please list your addresses and contact information below:

Home: _____

Home Phone: _____

Home Fax: _____

Home email: _____

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Author's Questionnaire

Office: _____

Office Phone: _____

Office Fax: _____

Office email: _____

(4) List membership and certifications in professional associations:

(5) List membership in Honorary Societies:

(6) List seminars or workshops that you provide. Describe the subjects covered in those workshops and seminars. Describe the frequency of these workshops and seminars that you provide. Please attach brochures and course syllabus that are used for each workshop or seminar you provide.

(7) Do you have and travel or speaking plans during the first year of publication of this work? If so, please explain:

(8) Are there any specific lists that you would recommend for mailing specific promotional material on this book? We are interested in

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Author's Questionnaire

specialty organizations of highly targeted lists that tend to be only known to members of specialized networks that you deal with. Please indicate as a member of these societies or organizations do you or your colleagues regularly purchase books by direct mail, association newsletters, catalogues or by other means.

(9) Do you have any specialized mailing lists such as a list of conference attendees, newsletter subscribers or a personal mailing list that would be appropriate to market this book? If so, would you be able to provide these lists at a later date? ___ Yes; ___ No

(10) How does your book compare and how would your book compete with others in the field? Please provide author(s) and title(s) of competing books in the market place.

(11) Who did you have in mind as a potential market, buyer or reader of your work when you wrote the final manuscript?

(12) Please attach a 100-150 word description of your book. Include the book's main purpose, how it will benefit the consumer and your reasons for writing it.

(13) Please list all journals, magazines, newsletters and other media sources that you feel should receive a copy of your book for review. Please only list those that have book review sections. Please include complete addresses and contact information on each.

