



# Author Marketing Questionnaire

Congratulations! We at Church Publishing are looking forward to the launch of your book.

Your marketing team will be working to promote your publication through a variety of channels. We will also be making every effort to assist you in your own promotional efforts, as we have found that author involvement is of prime importance to the success of any release.

We are using this questionnaire to assemble all the details we may need in order to provide you with the best possible marketing support. This bank of information will not only serve as the foundation of our promotional campaign on your behalf, it will also be of enormous help to you in your own outreach efforts.

So, please give these questions careful consideration. The more accurate and comprehensive your responses are, the more useful this tool will be as we move forward. Your responses will help us identify all available sales and marketing opportunities as we strategize to make your book a success.

For you, it will serve as a tremendous time-saver later on, supplying you with the descriptions and details to create your [Amazon](#) and [Goodreads](#) pages and implement any of the ideas suggested in our [Author Marketing Tool Kit](#).

## ***Introducing Your Sales and Marketing Team:***

Lillian Ort, Marketing Manager, [lort@cpg.org](mailto:lort@cpg.org)

Bryan Williams, Sales Manager, [bwilliams@cpg.org](mailto:bwilliams@cpg.org)

Anita Manbodh, Marketing Specialist, [amanbodh@cpg.org](mailto:amanbodh@cpg.org)

## **Start your social networking by connecting with us!**

CPI is on Facebook, Twitter, and Instagram. Your marketing team will be posting about your book across these social media channels both pre- and post-launch. Follow our social media accounts so that we can tag you in our posts, and tag us in your posts so that we can share them.



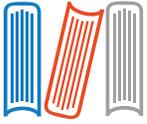
Twitter: [@ChurchPubInc](#)



Facebook: [@ChurchPubInc](#)



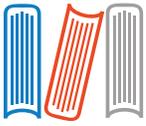
Instagram: [ChurchPublishingInc](#)



## BOOK INFORMATION

Book Title

Author



## BIOGRAPHY

We need to know how to best describe you and how to use your background to promote your book. Please supply a two- to three-paragraph description of who you are and what you have accomplished. We will edit it to use in our various marketing activities.

### *A few tips for writing a strong author biography:*

- Write in the third person.
- Keep it short while including all relevant information.
- Demonstrate your expertise and credibility in your subject area, but do not exaggerate.
- List your previously published works along with any sales success they may have had or positive reviews they may have received. If this is your first book, mention that as well.
- Include major professional highlights but also any fascinating personal details that may pique the interest of a reviewer or influencer.
- List any relevant educational information and professional affiliations.
- Mention where you live and what you do besides writing. You can talk about your family if you choose.
- List your website and all your social media handles so these can be included in any releases.

**Type your biography here:**



## HEADSHOT

Please send us a color photograph of yourself for marketing, promotion, and sales. Photographs must be high-resolution JPEG files, minimum 300 dpi.

## SOCIAL MEDIA

Let us know what social media platforms you use so that we can follow you and tag you in our posts. We encourage you to create an author page on Amazon and Goodreads whether or not you are actively engaged on social media. (See the *Author Marketing Tool Kit* for tips on using some of these.)

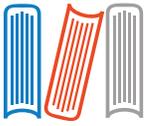
- Amazon Author Page
- Goodreads Author Page
- Facebook
- Twitter
- Instagram
- LinkedIn
- Medium
- Tumblr
- Blog
- Website

**Type your social media list here:**

## AFFILIATIONS AND ALMA MATERS

If you are affiliated with any professional or academic networks that would be interested in promoting your book or arranging a discounted bulk purchase, please provide contact names, phone numbers, and e-mail addresses.

**Type your affiliations here:**



## BOOK DESCRIPTION

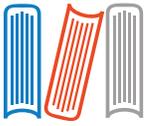
The book description, or “book blurb,” tells the reader why they may be interested in reading your book. This blurb should accurately but convincingly communicate that your work is in some way useful, enlightening, or compelling. A version of this description will appear on the back cover of your book and in our marketing materials. Typically, book blurbs are no more than 250 words. Only include the key points of your book in the blurb.

***To help you refine your book to its essence, ask yourself:***

- What is the overarching question or focus of my book?
- Who will benefit from reading my book—and how will they benefit?
- If readers will take away just one thing from this book, what do I want it to be?
- How is my book different from others on this topic?
- What contribution does my book make?

Be honest in your description. Don't make promises your book doesn't deliver, as this will only damage your credibility and leave readers frustrated and disappointed.

**Type your book description here:**



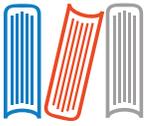
## COMPARABLE TITLES

Comparable titles are books that are similar to yours. They are one of the most important tools book buyers use in determining whether to purchase your book. They will also help your book's discoverability and you can become that book consumers buy on Amazon when they also like one of the books you've established as a comp. For our purposes, we need 4-5 comparable titles from you.

### *Some guidelines in suggesting comparable titles:*

- It should be a bestseller from a well-known author in your genre.
- It should not be more than three years old—with rare exceptions.
- Include the title, author, publisher, ISBN, and year of publication.
- In a short paragraph, articulate the specific similarities and differences between the comp title and your book.

Type your comparable titles here:



## KEYWORDS

Keywords are terms and phrases in your website content that readers are most likely to use when searching for the subject of your book or for specific information it contains. They direct readers to your title by making the connection between what people are looking for and what you are offering. Good keywords play a crucial role in search engine optimization (SEO)—the process of increasing the number of visitors to your page or site by making it more likely to appear in internet searches.

**Please send us a list of at least ten keywords.** They should include your name, book title, and any relevant topics and themes. We will feed your keywords into our metadata, which will help increase your discoverability.

**Type your keywords here:**

## ONLINE PROMOTION

List any podcasts, blogs, websites, or other social media networks that may have a direct interest in the topic of your book. Please provide contact details and requirements for each. We can arrange links, graphics, excerpts, and review copies.

**Type your information here:**

We will also send a new book announcement to our e-mail list. If you would like us to include additional influencers, colleagues, friends, or family, please include them.

**Type your information here:**

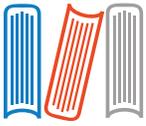


## CONFERENCES AND OTHER EVENTS

If you are planning public or professional events, lectures, or workshops following the launch of your book, we can assist you in arranging to display and sell your books at these functions. Please include details of each event: location, date, and contact information for the event organizer or bookstore involved.

As you schedule future events, please contact our Sales Manager, Bryan Williams, [bwilliams@cpg.org](mailto:bwilliams@cpg.org).

**Type your conferences and events information here:**



## REVIEW COPIES

After publication, we will have a limited number of review copies available. Please provide us with a **mailing list of up to twenty** media contacts or recommendations of individuals who would offer a professional review of your work. Alternatively, please provide an email list to send out electronic review copy.

Type your review copy list here:

***We thank you for your dedication to writing this book. We value your partnership in publishing with us, and we eagerly anticipate collaborating with you to bring your work to the widest possible readership.***