



## AUTHOR QUESTIONNAIRE

Yashar Books is very pleased to consider publishing your book. Please help us create a successful promotional campaign by completing this questionnaire as fully as possible. Our marketing is tailored to the needs of each individual book, but a standard promotional campaign includes featuring and listing in appropriate direct-mail subject catalogs and thematic flyers, convention exhibition, advertising, review copy distribution, and award nominations.

Your answers to these questions will help us to design an effective advertising and promotional campaign for your book. We realize that this is a long questionnaire, but the success of our promotional copy—for jackets, catalogs, press releases, brochures, and advertisements—depends upon the thoroughness with which you complete this questionnaire.

In addition, we promote each title on the Yashar website, so if you have a personal website you could feature your book and link it to the Yashar Books website where interested readers can buy it. You can also post notices of publication on appropriate email discussion lists; send electronic flyers to your colleagues, students, and friends; distribute paper flyers at meetings; deliver public speeches on your book's topic; write op-ed pieces related to your book; inquire about signings at your local bookstore; and ask for support from your institution's publicity department. We stand ready to help in these efforts by providing printed and electronic flyers for you to distribute, featuring your book on our website, and liaising with bookstores and publicity officers for special events.

1. Book title and subtitle: \_\_\_\_\_

First Edition

Revised Edition \_\_\_\_\_

2. Lead author's or editor's name (as it will appear on the cover of the book), address, phone, fax, e-mail (please check address preferred for correspondence)

Name \_\_\_\_\_

Home Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

Office Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**YASHAR BOOKS INC.**

1548 E. 33<sup>RD</sup> ST. BROOKLYN, NY 11234

PHONE: (718) 951-1254, (800) 799-0815 FAX: (718) 228-5150

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_  
E-mail: \_\_\_\_\_

3. Place and date of birth (for copyright purposes): \_\_\_\_\_

4. Citizenship (for copyright purposes): \_\_\_\_\_

5. Co-author(s)'s or co-editor(s)'s name(s) (as they will appear on the cover of the book), address preferred for correspondence, phone, fax, e-mail:

1. Name: \_\_\_\_\_

2. Name: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

e-mail: \_\_\_\_\_

e-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

3. Name: \_\_\_\_\_

4. Name: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

e-mail: \_\_\_\_\_

e-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

**(For Questions 6-9 PLEASE ATTACH YOUR CV.)**

6. Author's current academic rank, affiliation, and starting date

7. Author's education (including degrees, dates, honors, awards)

8. Previous publications (include publisher(s) and/or journal(s), and dates of publication)

9. Professional associations and societies (include offices held, with dates of office)

10. Please supply a description of the book in 150-200 words. Even if the book is on a specialized theme, the description should, as far as possible, be intelligible to the non-specialist. Why is the book important? How will it benefit its readers? Does it use a different approach to its subject? This summary will be used to write the jacket copy and promotional literature. **Please do not refer us to your manuscript since it may not be available when we need the information.**

**PLEASE DO NOT SKIP THIS QUESTION AS THIS IS A VERY IMPORTANT PART OF CREATING AN EFFECTIVE PROMOTIONAL CAMPAIGN FOR YOUR BOOK.**

You can opt to send the book description to us via email or fax in addition to the completed questionnaire.

What are the characteristics of the book that make it especially promotable? What is the first point we should emphasize when telling others about your book?

11. Concise summation (no more than 75 words) expressing the scope and theme of the book:

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12. Please list the distinguishing features of the book: \_\_\_\_\_

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13. If the book is a new edition, please detail the changes from the previous edition:

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Would any section of your book be suitable for excerpting? If so, what section? Have any sections been previously published? if so, by whom and when?

14. If there are competing books, please list title, author, date, and publisher, and indicate how your work differs.

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15. If your book can be identified with a particular school or stance within your discipline, please characterize this perspective:

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16. Please provide a brief description of the primary audience for whom your book is written. If your book has a significant classroom potential, note specific courses for which your book could be assigned and provide on a separate sheet of paper a mailing list of 15-30 faculty who would be especially likely to adopt it: \_\_\_\_\_

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17. Please list academic or professional associations or groups whose members may have a special interest in your book:

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18. Special events—Are there any forthcoming conferences, seminars, trade shows, or conventions, where it would be advantageous to exhibit your book? Will you be attending any of these events? If so, which ones? (include dates, location, and name of contact, if known):

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19. Please supply a list of 10-20 journals that you believe might be interested in reviewing your book. If they are of limited circulation, please provide complete addresses as well. If you have contacts at specific journals, please alert them personally to your book's publication. **PLEASE DO NOT SKIP THIS QUESTION AS THIS IS A VERY IMPORTANT PART OF CREATING AN EFFECTIVE PROMOTIONAL CAMPAIGN FOR YOUR BOOK.**

20. Please provide, in order of priority and/or likelihood, the names of *recognized* authorities on the book's subject matter who you believe would be interested in providing prepublication comment for promotional purposes. Please include complete mailing and e-mail addresses. **PLEASE DO NOT SKIP THIS QUESTION, AS THIS IS A VERY IMPORTANT PART OF CREATING AN EFFECTIVE PROMOTIONAL CAMPAIGN FOR YOUR BOOK.**

1. Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
e-mail: \_\_\_\_\_  
Phone: \_\_\_\_\_

2. Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
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3. Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
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Phone: \_\_\_\_\_

4. Name: \_\_\_\_\_  
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City/State/Zip: \_\_\_\_\_  
e-mail: \_\_\_\_\_  
Phone: \_\_\_\_\_

5. Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
e-mail: \_\_\_\_\_  
Phone: \_\_\_\_\_

6. Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
e-mail: \_\_\_\_\_  
Phone: \_\_\_\_\_

21. Organizations that you believe might want to use the book in bulk. Include names and addresses of contacts:

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22. Foreign publishers who might be interested in co-publishing or translation rights:

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23. Book clubs that might be interested in considering your book as a selection:

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24. Prizes for which the book would be eligible:

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25. Which of the following would you like to receive to promote your book:

- paper flyers, quantity \_\_\_\_\_
- electronic flyer sent to this e-mail address: \_\_\_\_\_

Will you be available for personal publicity?

