# Smith Publicity, Inc. Author Questionnaire

# — PLEASE TYPE —

Thank you for your time in completing this important document!

Please add any additional information you believe would help us understand you, your book and goals.

Please note that our publicists will be reading through your answers carefully, and may use your exact wording in your press material. After all, no one knows your book better than you!

**Book Information**

# Author’s Name (please give it exactly as you wish it to appear in all materials, including titles, i.e., PhD, M.D. etc.):

Male or Female:

If name is ever mispronounced, what is the correct pronunciation?

How would you like to be addressed (Dr. Mr. Mrs. Ms. by first name)?

Full Title (and Subtitle) of Book:

Genre:

If children’s, what is the age range:

Pre school

K to 4th grade

Middle Grade

Young Adult

Book Format available (hardcover, paperback, eBook, audiobook, etc.):

13 Digit ISBN(s):

Price(s):

Format/size:

Publication Date (month/day/year):

Number of Pages in finished book:

Publisher and imprint:

Distribution channels:

Is there an institutional discount for librarians?

Link to Amazon (if available):

Is there a preferred venue where you would like people to purchase your book?

Is your author central page set up on Amazon (or plans to once available)?

**Author Information**

Closest Large City:

Time Zone:

Land Phone Line for Media interviews:

Mobile Phone:

Skype:

E-mail:

Address:

Please share exact links to any of your social media platforms you would like us to potentially share with the public (Facebook, LinkedIn, Twitter, Goodreads, Pinterest, Instagram, etc.):

Website(s) (for your press material):

Best way and time to reach you?

Who should we contact to set up interviews/manage your schedule?

List any days and times you are **NOT** available for interviews? We call these “blackout” dates and times and we will not schedule you during these times.

List the names and email address of the people you would like copied on your weekly update from Smith Publicity? (For example, social media, website and distribution contacts often use media placements in their role.)

Please share any additional marketing or publicity efforts taking place before and/or during your campaign with us? (For example, social media or website professional, publisher’s marketing team, internal marketing team, business colleague, etc.) Please describe their role, plans and timing of activities.

Are you comfortable talking about your book in public?

Please describe your personality:

How would you feel if you received a negative book review/article?

**Goals/Target Audience**

In working together, how would you define a successful relationship?

What goals are most important to YOU as it relates to the publication and promotion of your book? Rate each one 1=not a priority to 10=high priority

Make money by selling books:

Become known as an author:

Build credibility/become known as an expert in an area:

Provide a service/educate to the public:

Raise awareness to a worthy cause/topic:

Become a full time author:

Create speaking and presentation opportunities:

What is your overall goal as an author?

Is this book part of a series? Do you have more books planned?

Do you have other personal or professional goals for this campaign?

Describe the target audience(s) of the book (in order of importance):

Fan readers of which authors/books do you think would enjoy this title and why?

Please share any specific geographic market(s) you like us to focus on, and if not obvious, please share why?

Is local media a priority for your goals? If so, please share any examples of important outlets:

Do you want to be known as a speaker?

If yes, please list organizations/associations or types of audiences you are interested in reaching. Please note, we do not pitch directly for speaking opportunities, but will research targeted groups to see if they have newsletters, blogs, magazines, podcasts, etc. looking for expert advice/articles.

Please list media outlets—newspapers, magazines, radio, television, online, blog, podcast—you believe would be interested in reviewing your book, or featuring you or your book? (Please note the reason why, if not obvious) We will recommend many outlets, of course, but want to see if there are any specific ones, especially niche/trade publications, important to you.

What media outlet(s) do you consider to be your ideal, best scenario coverage?

Please share any known awareness months/seasonality (graduation or Mother’s Father’s Day), anniversaries of events, etc. that tie into your book:

Is your book a candidate as a gift? If so, who would be buying it and for what target audience?

Are you willing to travel for interviews? If so, how far?

List any set travel locations and dates of where you would like us to try to pitch for coverage when you visit? This can be updated as the campaign progresses. Ideally, we’d like two to three weeks advance notice of travel.

Do you currently have any book events set up? For example, a signing, speech, etc. If so, please share dates/details/locations.

Have you ever worked with a PR/marketing company or professional? If yes, please explain the experience.

Please share names and if possible links to any past media exposure (print or broadcast.) Past television interview links are particularly important when reaching out to new producers.

**About the Book/Message**

Please write a synopsis of your book:

In one or two sentences, what makes your book different from others in the same genre?

Please describe your book in a few words (please feel free to use your own—some examples include folklore, mythical, juicy, romantic, textured, tragic, untold, inspirational, humorous, hard luck, mystery, surprising, truthful, suspenseful, fantasy, dystopian, Christian, spiritual, family saga, chick-lit, sports themed, coming of age, political, current events, travel, urban, satire, horror, short story, etc.)

Please list any significant real life locations in your book’s setting?

Are there any themes in your book you would like readers to learn, change their mind about, be moved by? What do you want readers to remember about your story or characters long after they have finished reading?

Please share any backstory on why you choose to write this book at this time in your life/career?

Is the book based on events in your life or related to your background or expertise/experiences?

Please list all other books you have written:

Please explain your author “voice” or style?

Is there a particular endorsement on your book that carries the most weight with your target audience? If so, please share:

Please write a brief autobiography, noting your **professional credentials** and any **lifestyle credentials** If there is anything you wish to mention for our information only and not for publication, please make sure that is carefully noted.

Current job and title:

Would you like us to use your current employment information on your press material?

If applicable, and if you’re comfortable, please share any personal background information such as hobbies, race, religious affiliation, lifestyle, medical conditions, marital status, family, etc. we can include in our pitching efforts.

What three to five things do you want the media to know about you? Examples may include certain messages, themes in your book, your background/education or accomplishments?

What are your FIVE key messages or talking points? If you were allowed to only make FIVE statements about your book’s theme or message what do you want readers/listeners to remember about you and or your book?

The next step is to build upon these key points by giving us several sentences of “conversation” about each talking point listed above that will help audiences understand your talking point better. (In an interview, the talking points can become how the host moves the interview along and your conversation about these talking points helps the host understand where you are going with your answer and when to move to the next talking point. It also helps you learn to convey a message in 3 or 4 sentences!)

What are 6-8 questions you would like to be asked in an interview that would allow you to answer in a way that most allows you to share your message. Questions should be “benefit based” to your audiences and address their needs.

Are there any relevant facts, figures, research you would like us to use in your press material? If yes, please provide website addresses, if applicable.

What themes in your book do you believe are relevant to current news topics, society, the world, or life in general? (Please list at least three)

What topics, related to your book, do you feel qualified to discuss with the media?

What topics, NOT related to your book, do you feel qualified to discuss with the media?

What is the most controversial aspect of your message or book?

What ONE question do you most often get asked when people meet you/learn about what you do?

Are there any additional comments you want your publicist to know about you, your book, your target audience, or goals?

If applicable, please send us HIGH resolution files of:

* Book cover (front cover only, please)
* Author Photo, please let us know if we should share photography credits
* epub, mobi *and* PDF if your book is going on NetGalley, PDF only is fine if you are not utilizing NetGalley
* Links to past media, especially any television

## Please return author questionnaire to Smith Publicity, Inc. via e-mail.

Thank you!