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**AUTHOR QUESTIONNAIRE**

The Author Questionnaire helps us decide if your book is a good fit for our list and complements the other titles. It is also useful for us to understand how we can position your book in the marketplace.

We would be grateful if you could complete this form as fully as you can.

## Personal Details

|  |
| --- |
| **Contact Details** |
| **Full name and title** |  |
| **Correspondence Address**  |  |
| **Email** |  |
| **Phone Number** |  |
| **Nationality** (for copyright purposes) |  |
| **Country of Normal Residence** |  |
| **Occupation - Current** |
|  |
| **Occupations - Previous** |
|  |
| **NLP Qualifications** |
|  |
| **Degrees and other professional qualifications (if any)**   |
|  |
| **Previous publications (if any) -** title, publisher, date, approximate sales if known.  |
|  |

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| --- |
| **Please add a biography/brief note about yourself for publicity purposes** (up to 50 words) |
|  |

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| **Literary Agent’s Name and Contact Details** (if applicable) |
|  |

**Please enclose a colour author photo/head shot high res if possible**

# The Book

|  |
| --- |
| **Title** |
|  |
| **Subtitle (if any)** |
|  |
| **Please write a 100-200 word synopsis of your book.** |
|  |
| **Who is your main target reader?** |
|  |
| **Who else might be interested in reading your book?** |
|  |
| **What are your intended outcomes for your readers?** |
|  |
| **What are your intended outcomes for writing this book?** |
|  |
| **What, if any, elements of your work are controversial? Will your book promote discussion/debate?** |
|  |
| **If you are a first-time author, please tell us what your book can do for you and your future career** |
|  |
| **What else would you like us to know about you?** |
|  |

## Promoting Your Book

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| --- |
| **We sometimes have to describe your book in one sentence.** We would like to capture the essence of your book in an enticing way. What is the shortest statement you can make that aptly expresses its scope and theme (20 words or less) |
|  |
| **What is the market for your book?** |
|  |
| **What are the unique features of your book?** |
|  |
| **What similar books are on the market? Please list at least three. What makes your book different or better?** |
|  |
| **What author’s style, if any, would you like to model in your book?** |
|  |
| **Are you a regular contributor to any relevant publications? Have you published articles on topics pertinent to your book’s subject matter?** If so, please provide the name of publication(s) and contact person(s). |
|  |
| **Tell us a bit more about yourself. What aspects of your background would enhance the appeal of your book?** eg professional achievements, recognized expertise, acclaimed previous books, celebrity, reputation, contacts etc. |
|  |

#### Publicity

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| --- |
| Are you willing to be available for radio and/or TV interviews (if necessary) |
|  |
| Which radio or television shows could you appear on to discuss your book? Do you have any personal contacts that we can use? |
|  |
| What topics in your book would you recommend as excerpts for websites and publications? |
|  |
| List any magazines / websites / journals / or other special publications that might review your book: |
|  |
| **What points, if any, connected with the book (or with yourself) might have news value?** |
|  |
| **How many direct connections do you have who could be contacted with a ‘Press Release’ for the book? These could be via your:** |
| * **Personal lists** (email or mail)
 |  |
| * **Social Media Platforms**
 |  |
| * **Blog/Vlog**
 |  |
| * **Website(s)**
 |  |
| **Which NLP Trainers have you trained with or know well, who would be willing to promote your book?** |
|  |
| What Internet sites do you visit that would be appropriate channels for promoting your book? |
|  |

#### Distribution and Sales

|  |
| --- |
| **What connections eg personal contacts, professional associations, groups or career affiliations do you have that might facilitate reaching out to potential buyers?** |
|  |
| **What organisations might want to sell your book to their customers/members?** |
|  |
| What direct or online catalogues or lists can you suggest that could help us reach potential buyers for your book? |
|  |
| **Which exhibitions, events or conferences could be collaborated with to publicise you or sell your book?** |
|  |
| **Are you a speaker or presenter? If so, what opportunities could there be to promote sell your books at these engagements?** |
|  |
| **Which countries overseas, if any, will be particularly interested in your book?**  |
|  |
| List any companies that might want to buy your book, either to give free to customers or for in-house use |
|  |
| **List any other creative ways to sell or distribute of your book** |
|  |

#### Endorsements

|  |
| --- |
| **Who are considered leaders in the field from whom we might solicit endorsements of your book either before or after publication?** |
|  |
| **List any societies, groups, associations and organisations to whom your book would have particular appeal:** |
|  |
| **Name any individuals or booksellers (including your local/favourite) who would be influential in promoting your book:** |
|  |
| **A pre-publication quote for your book is a good idea. Please suggest appropriate people to whom we might send a manuscript or proof for advance comment (authors, prominent people, specialists in your field)** |
|  |
| **Imagine the front cover of your book. Describe any images, symbols or colours that come to mind.** |
|  |

Thank you for taking the time to compile your answers. Please email your completed questionnaire to publishers@nlppress.org

If you have already started writing your book please also attach three sample chapters and the table of contents.

We will acknowledge safe receipt of your proposal. It may then take several months for us to get back to you - please be reassured that we will. Our intention is to ensure we allow plenty of time to consider your book proposal thoroughly.

**Karen Falconer & Caroline Peden Smith**

**Editorial Directors**

**NLP Press is an imprint of Caroline Press**