

Author Questionnaire

Date submitted: _____

Date received: _____

To evaluate your book proposal fairly and accurately, we request that you respond to the following categories of information about your book idea. Your careful response is crucial to obtaining a positive decision to publish your book. Leave nothing to chance, and assume that we know little about the need and importance of your topic. Recognize that your proposal will be sent to a number of outside reviewers who must see exactly what you are trying to do and why you think it is marketable.

If you can, put your proposal on a word processor so that you can use all the space that you need. The spaces provided here are inadequate in most cases. Additional sheets of explanation are expected. Attach your outline to this proposal and enclose sample chapters (never more than three) if available.

I. About Your Book—The Basics

A. Working Title: _____

Subtitle: _____

B. Author/editor name, address, affiliation, phone and fax number, and e-mail address if available:

C. Book series (if any): _____

D. Expected month/year of completion: _____

E. Estimated length in double-spaced ms. pages: _____ or words: _____

F. Estimated number of drawings/diagrams: _____

G. Estimated number of photos: _____

H. Estimated number of built-up equations: _____

I. Other books contemplated (if any): _____

II. About Your Book—Coverage, Underlying Rationale, Features

- A. Provide a brief and direct overview of your book's topic and coverage. Please avoid technical jargon.

- B. Why is your book needed? What is your rationale for writing it? In what ways will the book directly benefit the reader?

- C. Based on what you said above, what will be the most outstanding features of your book?

- D. Are there background developments in the field that will help us better understand your book and the need for it?

III. Audience—Identifying Your Market

It is extremely important that we understand your intended readership as precisely as you can describe it, going from primary audience to secondary audience, and so on. Reviewers will be selected as representative of your primary intended audience.

- A. Describe your intended audience in general terms.

B. What kind of academic preparation or work experience is required to understand your book?

C. If a professional reference book, name the specific industries, businesses, and professions that will find your book of particular interest. Write out the full name rather than an acronym. (List in order of importance.)

D. What are the various job titles or functions of individuals who will find your book of interest? (List in order of importance.)

E. If your book has classroom adoption possibilities, would you consider it:

- introductory textbook advanced undergraduate textbook
- graduate textbook supplemental reading
- continuing education

Identify the course titles in which your book could be used:

IV. Competing and Similar Books

- A. List any books similar to yours in the professional/reference field. Provide author, title, and publisher if known. How does your book compare? In what ways is it superior? Please be aware that existing books are used to measure the market for your book. Avoid leaving this section blank; that implies that there may be no market for your book.

- B. Are there key points or sales opportunities that we did not cover in this questionnaire? If so, please elaborate.

V. Submission History

If this book has already been evaluated by other book publishers or producers, provide their names and a summary of their comments. (We don't want to waste time on redundant efforts or irritate people who have already seen your concept.)
