



## Author Questionnaire

**Directions:** Please fill out this questionnaire as completely as you can. This information is helpful to the Roberts & Ross Editorial staff in making its acceptance decisions. Note: not having a sales platform will not disqualify you from being accepted as a Roberts & Ross author.

**BOOK TITLE:** \_\_\_\_\_ **\*Original Creation Date** \_\_\_\_\_

**\*Author's Full Name:** \_\_\_\_\_

**Author's Name on Book Cover:** \_\_\_\_\_

**Author's Mailing Address:** \_\_\_\_\_ **Country** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Phone: Home:** \_\_\_\_\_ **Cell:** \_\_\_\_\_ **Business:** \_\_\_\_\_

**\*Nationality:** \_\_\_\_\_ **\*Date of Birth:** \_\_\_\_\_

\*Required for registering your book with the U.S. Copyright Office

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**A. AUTHOR BIOGRAPHY:** Please provide a concise biography, including current occupation and title as well as the location of your employer. Please include any past employment that would be pertinent to readers of this book. (Attach Page separately if you have a BIO currently).

**PREVIOUS BOOKS:** Please list any previous books you've written, include title, publisher, year of publication, and sales history.

**AUTHOR EDUCATION:** Please provide a list of colleges attended, degrees, and honors. Also provide the name and address of any alumni magazines at these institutions.

**AFFILIATIONS:** Provide names of any organizations to which you are entitled, including academic, professional and/or governmental.



**OTHER PUBLICATIONS:** List any other material you have published that is pertinent to this book and to readers of this book.

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**B. ABOUT YOUR BOOK:**

1. **Tell us about the purpose of your book for you** (this is what you would like to accomplish with this book. It answers the question: why did you write this book.) Also, tells us about the niche it fills.
  
2. **Tell us about the purpose of the book for your readers** (this is what you would like a reader to respond to in the book. This includes the key editorial points that make it unique.)
  
3. **Describe the ideal audience for your book.**
  
4. **Give a 500 to 750 word summary of your book.** This includes its main idea and key points you make in the book. This is for Roberts & Ross only and will not be used in any marketing materials.
  
5. **What are the primary competitive books on the market?** Please provide editorial similarities and differences, the competitive books price points, and any special elements. Note any bestsellers and be sure all books listed are still in print.
  
6. **Tell us about any special requests:** These include any special requests about the book in terms of editing, design, and marketing/PR.
  
7. **Suggest two alternative titles for your book (publishing only):**



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C. **SALES and MARKETING:**

**General:** Describe your personal plan to sell your books. How many a year do you forecast selling? What venues (Internet, back of room, etc.) do you plan on using and what percentage of sales do you forecast coming from each venue?

**Blurbs and Endorsements:** Please provide a list of colleagues or other influential people within your field from whom you will solicit comments about your book. Describe your relationship with the person.

**Advertising:** Please provide the names of magazines, journals, newspapers or other median which you think an ad might be effective.

**Educational Sales Outlets:** Please provide the names of schools, pr professors that might be interested in using this book for courses either as a text book or as a supplemental text.

**Sales Outlets or Media** at which you are known: Provide media contacts you know personally, newspapers or books stores at which you might be known.

**Public Relations:** Do you intend to use Roberts & Ross Public Relations to promote your book? **YES** \_\_\_ **NO**\_\_\_ **Maybe**\_\_\_ (would like more information)

**Internet Marketing:** Do you have a website for your book? **YES** \_\_\_ **NO**\_\_\_ Do you intend to use Roberts & Ross Public Internet Marketing Services to promote your book? **YES** \_\_\_ **NO**\_\_\_ **Maybe**\_\_\_ (would like more information)