



THE UNIVERSITY OF  
ARKANSAS PRESS

501 N. McIlroy Avenue • Fayetteville, AR 72701  
800-626-0090 • www.uapress.com

## MARKETING QUESTIONNAIRE

Date \_\_\_\_\_

*Please type or print.*

Title/subtitle of Book \_\_\_\_\_

Your name as it should appear on the title page \_\_\_\_\_

Business address (including zip code) \_\_\_\_\_

Phone/Cell \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Social Security # \_\_\_\_\_

Home address (including zip code) \_\_\_\_\_

Phone/Cell \_\_\_\_\_ Fax \_\_\_\_\_

Current position (including start date) \_\_\_\_\_

Previous two positions (including dates) \_\_\_\_\_

Birthplace \_\_\_\_\_ Birth date \_\_\_\_\_ Citizenship \_\_\_\_\_

Name of spouse, if married \_\_\_\_\_

Children (include ages) \_\_\_\_\_

Education (including names of institutions and dates of degrees) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Previously published books (including title, year, publisher) \_\_\_\_\_

\_\_\_\_\_

Awards, Honors, Organizations, and Fellowships (including dates of conferment or participation)

\_\_\_\_\_

\_\_\_\_\_

List any grant which supported the research or preparation for the writing of this book. (If NEA or NEH, please supply year and grant number). \_\_\_\_\_

\_\_\_\_\_

Has any part of your book been previously published? (List all journals and publishers). \_\_\_\_\_

\_\_\_\_\_

List the most important publications to be contacted for reviews. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

List the most important publications to be contacted for ad placements. \_\_\_\_\_

\_\_\_\_\_

---

---

---

List other journals, magazines, newspapers, prominent persons/peers (blurbers) that might be interested in reviewing and promoting your book (hometown or major newspapers with addresses and the names of book review or entertainment editors, if known). \_\_\_\_\_

---

---

---

List the name(s) of your local college/university bookstore(s) that you know would be interested in you or your book's subject or in doing a signing. Include contact information for your university's public relations/news bureau person. Please keep us informed of all events you personally schedule for your book.

---

---

---

List the meetings and/or conferences where your book ought to be displayed, especially those you will be attending (include the meeting dates of small, specialized societies as well as regional and national organizations, particularly those of which you are a member). \_\_\_\_\_

---

---

---

List any other special groups that would be especially interested in your book; i.e. teachers of a specific course, lay associations, ethnic groups, regional societies, etc. \_\_\_\_\_

For direct mail purposes, please provide us with a mailing list of friends, colleagues, contacts, etc. Please attach this list to the questionnaire or send along separately in the next few weeks.

List other books in print or in preparation which may be competitors of your book. (Give author, title, date, and publisher). \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

List the names of any competitions or awards for which you would like this book submitted.

\_\_\_\_\_

\_\_\_\_\_

Please include one or more photographs or digital prints of yourself along with a proper photo credit. Please attach to the questionnaire or send along separately in the next few weeks.

On a separate sheet, (1) please summarize and characterize your manuscript in 150-300 words as if you were writing the jacket copy. Include the method and scope of your study, its thesis, and any novel aspects. (2) Also, on the same piece of paper please include a very brief one or two-line description of the book.

## **University of Arkansas Press Marketing FAQs**

Welcome to the University of Arkansas Press. We are happy to add you to our roster of authors. We've composed this document to answer frequently asked questions about how we tell the world about our books.

The marketing department of the University of Arkansas Press does the copywriting, advertising, selling, promoting, exhibiting and general schmoozing: everything associated with the marketing and distribution of your book. That said, we also invite you to participate in promotion. Authors are often the best judges of who will want to review or otherwise bring attention to their book. Sometimes without realizing it they possess a rich network of professional contacts that can be employed to get their work noticed.

So let's start with the basics:

### **What happens to my book once I submit my final manuscript to the Press?**

Marketing efforts begin even as your book goes through editorial and production. You will receive a marketing questionnaire (MQ) from the marketing department. The information you provide on the MQ is vital to the successful promotion of your book. The form may be found at [www.uapress.com](http://www.uapress.com), and you can print it out and mail the completed form back to us, or you can fill it out electronically.

The MQ is our primary resource for information. Please take the time necessary to fill out the MQ and return it to us within a couple of weeks ... this will be time well-spent.

## **How do publishers obtain quotes about the book?**

This is all part of advance publicity. Not every book requires endorsements to be successful, but most books can benefit from an endorsement from a recognized person.

On the MQ we ask you to provide names of people who might comment on your MS. When you jot down that information, **THINK BIG**. Are you acquainted with last year's National Book Award winner? Will an endorsement from the president of your university help us sell your book? Please provide their names and mailing addresses as well as email addresses. If you have a good relationship with the person, you can approach them, or we can do that for you, but it should be done as early as possible. It's terrible to get the quote in too late for the jacket! We can send potential quoters a copy of your book in whatever form it's in at the time. Three endorsements are usually sufficient.

Our seasonal catalog is produced roughly six months before your book's publication date. We use the information in the MQ to develop succinct selling copy that becomes something of a boiler plate for all our communication about your book... you'll see those paragraphs show up again on the jacket, on amazon.com, our website, etc.

## **What happens on the day my book arrives?**

Your brand new book is added to our warehouse inventory in Fayetteville, AR. We ship a sample to you immediately! Then we begin shipping the books to retailers, wholesalers, libraries, schools, and individuals who ordered the book prior to publication; these orders are called back orders.

## **What can I do to help promote, publicize, and sell my book?**

Our goal is to spread the word about the content and availability of your book to as broad an audience as possible with the intent of generating sales. Some of the best ways for you to help are:

- Complete your MQ and provide as much information as you can.
- Be on the alert for selling opportunities. Call or email us with detailed information we can use.
- Be proud of your accomplishment. Talk up your book to your friends, family, and colleagues.

***Promotion tip:** Some authors have enlisted the aid of friends and family to assist in the promotion effort. We applaud this action. If your book isn't available in a bookstore, ask your friend to place an order for it at that store. Special orders can lead to an increase in the number of copies a bookseller will carry.*

## **When can I expect to see reviews of my book?**

There are two types of reviews. Those that run in advance of publication (these places receive advance review copies, also known as galley proofs) and those that run after publication (these places receive actual books).

Not all books have galleys done for them; generally speaking, the more “trade-y” a book is the more likely we are to do galleys. We do very limited numbers of galleys because we only send galleys to places that need a galley instead of a finished book. (Examples are *Publishers Weekly*, *Booklist*, and *Library Journal*.)

When we do galleys, we send them out months before the book comes out. Immediately after publication, we send copies of your book to a list of reviewers, based on our experience and your input.

The rule of thumb suggests publicity departments send out finished books in these quantities:

Scholarly monographs: 20 to 40 books

Trade titles: (including fiction and poetry) 30 to 50 books

Our aim is to send complimentary copies to people who will influence others to buy the book. We send out many more real books than galleys, and reviews can appear any time before the book comes out to as much as two years after the book comes out.

If a large publication runs a review, you will hear from us immediately. Sometimes copies of the reviews, called tear sheets, are mailed to us by our clipping service. We will send you all reviews.

Sometimes we might miss a review; please let us know if you see a review.

### **Will you nominate my book for awards?**

We are happy to submit your book for appropriate prizes and awards. We welcome your suggestions. We will submit to a number of competitions we have regularly sent to in the past. In the case of national awards such as the Pulitzer or National Book Award, which require substantial fees and multiple copies, we need to be very selective.

### **I have a connection with our local National Public Radio station. Can you set up an interview with Terry Gross of Fresh Air fame?**

Local radio shows and NPR affiliates are excellent publicity sources. Author interviews on NPR's Fresh-Air, All Things

Considered, and Morning Edition is very stiff. However, local NPR affiliates have been very receptive to our authors.

**I have accumulated a mailing list of 150 colleagues, friends, and family. Can the Press use this list?**

You bet we can! Depending upon the makeup of your list, we can use it to promote your book signings and let people know how to get copies of your book. Please provide your list as a Word document via email. Email addresses are the way to go, if you have them.

**Will there be a publication reception for my book?**

We've learned that publication parties aren't necessarily the best way to inform the world that your book is available. There are exceptions, of course, and we occasionally co-host receptions with arts councils, museums, and other organizations that express an interest in hosting book-related affairs.

**Now that my book is available, will the Press arrange an author tour?**

Usually, our marketing budget cannot support national or even statewide author tours. We will, of course, help you organize events at bookstores and other venues near you.

**Will the Press schedule book signings?**

Book signings are a terrific way for you to meet your public (read on for tips on having a successful signing.) Our experience has taught us to be selective in choosing sites for signings. These work best (and in this order):

- Bookstores where you live

- Bookstores where you are known and can travel to affordably
- Bookstores that are appropriate for the subject matter or region discussed in your book.

We are happy to set up signings for you, and we can jump in at any point in the process to help with getting books to the site or with publicity.

Occasionally, book signings at your local retail outlets or at special events may not meet your expectations. Although we do our best to encourage book fans to form lines around the store, publisher-sponsored signings have, admittedly, met with a few disappointments.

***Promotion tip:** Keep us informed about all book signings, readings, talks, and conferences you have scheduled, particularly if books are to be made available for sale.*

It is very important that you do not compete with a retailer... so of course you don't want to bring your own supply of books to any retailer, although it can be a good idea to have extra copies "hidden" if they are needed. However, if you are giving a talk/signing at a venue that doesn't sell books, you can take books and sell them yourself for the price you deem fit.

Bear in mind that one of the main benefits from signings often occurs after the event. If store personnel remember you and your book favorably, they will be more likely to recommend your title to future customers.

**What To Do If the Book Signing Flops (heaven forbid)**

The author can offer to sign some copies. There is a strong possibility the bookseller will now hand sell the book to people asking for a title in that category

### **What can I do when a bookstore isn't stocking my book?**

If you are comfortable addressing the situation directly, then approach a clerk and introduce yourself as the author of Title of Your Book. Sometimes supply doesn't keep up with demand and the store may be out of stock. Your inquiry might encourage them to order it again. Also, keep in mind the previous promotion tip. If your friends and family are wondering where to buy your book, send them to their local bookstores. If your book isn't on the shelf, ask them to place an order for it. This creates demand and may lead to the bookseller ordering copies if they passed on it originally or even stocking more copies of your book.

However, please bear in mind that stores are being far more selective these days about the books they will order. This is especially true of the national chain stores.

All of our books are available to retailers either directly from the Press or through any of the major wholesalers, including Baker & Taylor, Ingram, Blackwells, and Yankee Book Peddler.

### **Will the Press sell my book on the Internet?**

We provide online bookselling services (i.e. Amazon.com and Barnesandnoble.com and the press's own website) with complete bibliographic and descriptive copy of forthcoming titles. We also provide scans of book covers. We keep tabs on how and what is presented so we can catch errors and add notable reviews. Please let us know if you spot an error so we can get it corrected.

Be sure to visit our web site at [www.uapress.com](http://www.uapress.com) and our blog at [www.uapress.blogspot.com](http://www.uapress.blogspot.com). We include information about all of our in print titles, author events, and awards. Please feel free to link to our site and let us know if you want us to include a link to your personal web page.

We also have a Facebook page and hope you'll become a fan in addition to giving us ideas or even submitting stories for our blog. We'll post your upcoming events, and it's often nice to post photos and a thank you after the event.

### **Will my book be advertised in The New York Times?**

Generally, we do not advertise in the more costly journals, newspapers, or magazines, because we do not find them to be an effective use of resources. We can reach your audience more economically by using the following promotion vehicles:

- **Seasonal Catalog.** This catalog announces our forthcoming books to the trade, highlights our recently published books and bestsellers, and serves as our primary marketing tool. We mail the catalogs to bookstores (including chains), wholesalers, review media, and libraries every six months. The sales reps hand deliver catalogs to their accounts and refer to them during their sales calls. In addition, we take the catalogs to exhibits.
- **Direct Mail.** When we have determined that direct mail is the best marketing vehicle for a book or group of new titles, we will rent lists of associations and/or university faculty, or we will compile our own list using the Internet.
- **Space Advertisements.** We do a few very targeted ads. We ask for your suggestions on the MQ.

**I live in Minneapolis, but I grew up in Salt Lake City. Will my family and friends be able to find my book in their bookstore? In stores in other countries?**

Absolutely! We have commissioned sales representatives who cover the United States. They call on independent booksellers, chain stores, major wholesale accounts, and miscellaneous outlets (i.e., museum stores, airport gift shops). Sales reps call on book buyers (who make the buying decisions for the store) and take orders. Orders are sent back to the Press for processing.

We meet with the reps twice a year to brief them on the forthcoming list, point out compatible backlist titles, tout bestsellers, and motivate them to sell our new publications (and push our backlist).

Our books are also available in Europe, Asia, Africa, the Middle East, the Pacific, New Zealand, Canada, and Australia. In the UK and Europe we are represented by Eurospan. In Asia we are distributed by East-West Export Books.

**I've been invited to a workshop. The organizers want me to sell my book there. Can I take a small inventory of my book with me to sell?**

Yes! It's great for our authors to sell copies directly to individuals at small gatherings. We can provide copies to you at the author discount for this purpose. You can sell at the list price or even give your buyers a discount if you wish.

*Shameless self-promotion tip: Always carry a copy (or two) of your book with you to workshops, conferences, and meetings.*

If the event takes place on a college campus or if you have several speaking engagements lined up in one city, we can invite the campus bookstore or the local bookstore to carry your book.

**There will be a book exhibit at a conference I am attending in Bookville, USA. Will the Press take a booth?**

We regularly attend conferences and meetings held by Associated Writing Programs, Southern History Association, Organization of American Historians, Middle East Studies Association, Arkansas Library and History Associations, the Arkansas Literary Festival, and others. We also send books to exhibits staffed by Scholar's Choice at academic meetings in some of our smaller, but growing, areas of publishing.

**How do I obtain copies of my book?**

Your contract states the number of complimentary copies you will receive. After the book is published, we will get these right out to you.

If at any time you wish to purchase more copies as gifts or to sell, just call our warehouse toll free: (1-800-626-0090). The toll free number is used only for placing orders. Your contract indicates the discount we extend to authors purchasing their own books.

**Did we miss a question of yours?**

This document is an attempt to answer questions you may have about the marketing of your book. However, please keep in mind that each book is unique and therefore we may make exceptions to some of the policies we've outlined here.

We're always open to your suggestions, comments, and queries.

Call, write or e-mail us:

University of Arkansas Press  
105 N. McIlroy Avenue  
Fayetteville, AR 72701

Marketing Director  
Tom Lavoie  
479-575-6657  
tlavie@uark.edu

Assistant Marketing Manager  
Melissa King  
479-575-7715  
mak001@uark.edu

Marketing and Advertising Designer  
Charlie Shields  
479-575-7258  
cmoss@uark.edu