**Gallaudet University Press**

**Author Questionnaire**

The successful selling of your book depends on identifying the audience and connecting with them. To explore all available avenues, we rely upon you to provide us with detailed information about potential opportunities. We therefore ask you to please fill in this form thoroughly so that we can execute an informed and impactful marketing strategy. Please return this form within two weeks of receiving it.

**Author Name**:

**Book Title:**

**Elevator Pitch**. Briefly describe the book, particularly why it’s important and unique.

**Keywords.** Please list at least 5 keywords that are found in your book. For example, what words might be used as search terms that would lead to the book (think of what terms readers would use to find your book).

**Hooks**. Does your book contain any elements that relate to current events or controversial topics? What are the key points you are making?

**Book Reviews**. Please list any journals or other media that would be specifically targeted to your audience.

**Social Media**. Please list any platforms on which you are active.

**Academic/Professional Conferences**. Please list any conferences or conventions that would be a suitable venue for exhibiting or otherwise promoting your book. Please note the ones that you plan to attend or where you will be presenting (even if the conference has been cancelled or will be virtual due to the pandemic, it’s helpful for you to list it here anyway).

**Author Events**. Please provide details of any planned book events (talks, workshops, lectures, etc.) and continue to make us aware of them as they are booked.

**Course Adoption**. Please list disciplines, departments, courses, and level in which your book could be used.

**Author Bio**. Please provide your full biography.

**Awards**. Please list any special awards or honors you have received.

**Ancillary Materials**. Do you have any power points, data, excised material, videos, instructor guides, or other items that are related to your book?

**Foreign Rights**. Please list any previous works that have been translated into other languages and include the name of the foreign publisher, if known.

**Finally, a couple questions. Please be reflective and realistic in your answers.**

What does success look like for your book?

What promotional opportunities are most important to you?

**Would you like to be added to our mailing list?** Please provide your preferred email address to receive our monthly e-newsletter.

Thank you for completing this form. We look forward to using your suggestions to effectively promote and sell your book. Please don’t hesitate to contact us with questions.

Angela Leppig | Director | angela.leppig@gallaudet.edu

Valencia Simmons | Marketing Assistant | valencia.simmons@gallaudet.edu