**Gallaudet University Press**

**Author Questionnaire**

The successful selling of your book depends on promoting it in as many ways as possible. 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.

**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 in order to discover the 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.

**Conferences**. Please list any conferences 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.

**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.

**Endorsements**. Please provide a list of names, affiliations, and email addresses of potential blurbers for your book. Please note which ones you know personally.

**Ancillary Materials**. Do you have, or would you be willing to create, materials that would help readers engage with your book, such as a reader’s guide or discussion questions? Are there materials that you weren’t able to include in the book that we could repurpose as a blog post or as a collection on our Manifold multimedia platform?

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

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

What does success look like to you for your book?

What promotional opportunities are most important to you?

**Would you like to be added to our mailing list?** You will receive our electronic newsletter, which is typically published once a month. Please provide your preferred email address.

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.

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