You should submit the completed questionnaire along with your final manuscript checklist and other required documents to: WestPointPress@westpoint.edu

By providing the West Point Press with answers to the following questions, you are assisting us in promoting your book. Our goal is to see that it reaches its widest possible audience, and the effectiveness of our marketing efforts will by aided immensely by thorough and thoughtful attention to this questionnaire. If for any reason you cannot supply the requested information, please indicate the intentional omission on the form so we will know you have not overlooked the item. We appreciate your giving us the most complete answers possible and returning this form to the indicated email address.

While we do our best to incorporate your suggestions and information, experience and available resources will also be taken into consideration in the final marketing plan.

Thank you!

**Biographical Information**

1. Your name as it appears on the title page of your book:

2. Book title and subtitle:

3. Are there other names (e.g., illustrator, cartographer) that should be included in the book’s promotional copy?

4. Contact information

* The mailing address you prefer we use when contacting you:
* Telephone number (daytime and/or evening):
* E-mail address:

What type of communication would you prefer we use when contacting you?

5. If you are active on social media, please list your details (Twitter handle, Facebook page URL, etc.) and any relevant hashtags you know of that we should include when posting about your book. If you maintain a website to which you want us to link your book, please provide the URL.

6. Please indicate your current occupation and academic affiliation.

7. Please provide a brief biographical sketch (including any awards and honors received) to be used for promotional purposes (can be a separate attached if you prefer).

8. Please list any other books you have authored that have been published during the previous ten years.

9. In no more than 60 words, write a brief biography of yourself as you would like it to appear on the book jacket:

10. Please send a recent high-resolution color photograph of yourself. These photos may or may not be used on the book jacket, but are important for promotional purposes. Please send only photographs with no rights restriction.

**General Marketing Information**

11. Please list any competing or related books, along with the names of the authors and the respective years of publication. How does your book differ?

12. Please list three selling or promotional points we might emphasize. Highlight what about it is new, different, or controversial. If someone asked why he/she should read your book, what would you say?

13. What type of reader (academic, general, specialist) would be most interested in your book?

14. Please list any prizes or awards for which your book is/will be eligible.

**Publicity**

15. Please provide the names, email addresses, and academic affiliations of friends and colleagues to whom advance proofs of the book could be sent by us for promotional blurbs. We do not solicit quotations for every book, but will decide whether or not to do so as the sales and marketing plan for the book progresses.

16. Please provide a list of the most important scholarly and general publications to which we should submit your book for review (Please spell out the names of publications rather than using initials and include emails to points of contact if you have them).

17. If there is a public information officer at your institution with whom we may work, please supply his/her name, telephone number, and email address.

**Direct Mail & Advertising**

18. Are there individuals who should receive gratis copies of your book (we will ensure those who peer reviewed your book receive copies)? Please provide names and mailing addresses (you can attach a spreadsheet with this information if you’d like)

19. Are there societies, groups, or listservs whose membership should be considered for communication about your book? If so, please provide contact information.

**Website / Catalog Copy**

20. Please describe your manuscript in about 250 words, as if you were preparing jacket or catalog copy for it. Be as descriptive and informative as possible, thinking in terms of your potential readers, who may include non-specialists as well as students in the field. This is important, as we will use it as a starting point for listing your book on the website.