

## AUTHOR PROFILE AND BOOK MARKETING INFORMATION

The **Author Profile** information is used to prepare publicity releases and other marketing materials, and to answer inquiries from libraries, booksellers, radio and TV stations, and newspapers. The more details we get from you, the better our publicists can promote you and your book.

### AUTHOR PROFILE

Please complete all **numbered** or **bulleted items** (☐). Electronic completion is preferred, but if filling out by hand is easier, feel free to do that.

#### Author Information for Bayou Publishing Administrative & Business

**Author's Complete Name (First, Middle, Last):**

*Note: Middle name must be spelled out completely, not just initials (required for U.S. Copyright office)*

**Birthdate:**

**Birthplace (Home Town):** *(required for U.S. Copyright office)*

**Current Residence (town you live in NOW):**

**Social Security Number:**

**Name, address and TIN (Tax ID) for Royalty Checks:**

#### Author Contact Information for Media & Publicity

Contact information needs to be accurate and up-to-date as it is used on a daily basis. The Shipping Address is your street address, not a PO Box – this must be included if different than Mailing Address.

**CONFIDENTIALITY:** Please mark in colored font any information you do not want to release to media professionals.

**Author Name:**

**Company:**

**Mailing Address:**

**Street Address 1:**

**Street Address 2:**

**City:**

**ST:**

**Zip:**

**Shipping Address (for UPS, FedEx, Couriers, etc).**

**Street Address 1:**

**Street Address 2:**

**City:**

**ST:**

**Zip:**

**Phone numbers: Indicate which # (s) you will accept uninterrupted calls on for interviews, with a “\*”.**

**Office Phone #1:** ( )

**Office Phone #1:** ( )

**Cell #:** ( )

**Home Phone:** ( )

**Fax:** ( )

**Email:**

**Web-Site:**

### Getting To Know You

*If you have a resume or other already-completed PR materials, please attach.*

1. Your name as it should appear on publicity materials:  
If your name is commonly mispronounced, how should it be said?
2. Is there a title you prefer with your name (Dr., Ms., Mr., Mrs., Miss)?
- 3a. Date of birth:                      3b. Place of birth:
4. Marital status, number/age of children:
5. Principal cities, states and countries you have lived in with dates:
6. Is there any other information you would like us to know about the places you have lived, your family, special interest, travel, or work experiences, etc? (Use as much space as needed)
7. Colleges attended with degrees earned and dates:
8. Information you have about *alumni magazines* (this includes ANY schools you attended):
9. Sorority/fraternity affiliations:
10. If you are not a full-time author, provide name of employer, job title, and job description:
11. Please list previous positions held. Include dates and names of organizations and/or interesting relevant professional information, i.e. information that applies to your credibility as an expert/authority on this topic. ***(Please attach resume and/or vita).***
12. Honors, awards, citations, prizes:
13. Volunteer work:
14. Magazines you receive, subscribe to, or read regularly:
15. Blogs and professional web-sites you access regularly:
16. Professional organizations.

### Current & Previous Publicity Efforts

17. Have you written your own press releases before?  
*Please attach any press releases for your book or other works.*
18. Are you regularly paid to speak?                      How often?
19. Do you work with Speakers Bureaus? If so, which ones  
*If you are a paid speaker, please include your fees schedule, PR materials, client list, and any audio or videotapes of your presentations.*

20. Are you willing to do public speaking to promote your book?
21. Do you have
- Newsletter? *Attach.*
  - Online Newsletter or e-mail newsletter? *Attach printout.*
  - Website? *Attach print-out and list URL.*  
URL:
  - Brochure? *Attach.*
  - Other materials to support your promotion and publicity? *Attach.*
22. Have you ever been interviewed on or booked for any of the following?
- As you go through the following list, please attach any articles/reviews, clippings, audios or videos of radio or TV interviews you have that were written about you and your work.*
- a.  Radio. Live, Phone, Internet? *(Where? When?)*
  - b.  TV. Live On-site or Taped? *(Where? When?)*
  - c.  Newspaper Interview? *(Where? When?)*
  - d.  Magazine Interview? *(Where? When?)*
  - e.  Journal Interview? *(Where? When?)*
  - f.  Bookstore signing? *(Where? When?)*
  - g.  Other Events promoting your book or you?
23. Are you a regular contributor to any magazines or newspapers (columns, letters to the editors, commentaries)?
24. Has any article/story of yours attracted particular attention? *(Please attach a copy of any articles you have had published).*
25. Have you written any books or professional journal articles?
26. List anyone in media members you know personally. (Please provide names, addresses, and phone numbers where available)
27. What are your hometown newspapers, local community circulars, (addresses and phone numbers)?
28. Please provide dates and destinations of any trips you are planning to other metropolitan areas within the six months immediately following the publication date.

## BOOK PROFILE

Please complete all **numbered** or **bulleted items** (☐). Electronic completion is preferred, but if filling out by hand is easier, feel free to do that.

### Getting To Know Your Book

29. How would you describe your book to an interested friend?
30. In what section/ department will it be found in the bookstore? What category codes are on the backs of similar books?
31. Describe the number and nature of illustrations to be included in the book.
32. Describe any other significant supplementary features (prefaces, appendixes, charts, index, etc.) to be included in the book.

33. How long have you been at work on this book?
34. How did the idea for the book originate? What is the *story* behind the book?
35. What special research was involved in the book?
36. What points do you believe should be emphasized in the promotion of your book?
37. What is unforgettable about the story, or the information provided?
38. What is the competition for this book and how does your book differ? (Check *Amazon.com* and your local bookstore.) [See page 7, “Top 3 Competing Titles”]

## ENDORSEMENTS

39. Who are the other authorities on your book’s subject matter that you believe might be willing to read galleys and comment for publication? [See page 7, “50 Endorsements by Major Gate Keepers”]

## AUDIENCE/CUSTOMER PROFILE

Please complete all **bolded** or **bulleted items** (☐). Electronic completion is preferred, but if filling out by hand is easier, feel free to do that.

### Getting to Know Your Audience/Market

40. Describe the basic audience for which this book was written (age, educational level, profession).
 

*Imagine you are standing in a huge bookstore filled with books. It is so gigantic that a copy of every single book available in the world is in this store. Each title is displayed face out and located in its proper category section. The store is filled with thousands of people who are gathering around the one book that they are going to buy. Obviously, everyone in the world is not standing in front of your book, but you do have a large crowd of people who are excited to buy your book. Who is standing in front of your book? Why?*

  - ☐ How old are they?
  - ☐ Do they have children/grandchildren?
  - ☐ How do they dress?
  - ☐ Where do they live?
  - ☐ What do they do in their spare time?
  - ☐ Where do they work?
  - ☐ How much money do they make?
  - ☐ To what clubs or associations do they belong?
  - ☐ Are they all doing something at this time in their life (getting married, retiring, etc.)? What?
  - ☐ What are they talking about with each other?
  - ☐ What magazines do they read?
  - ☐ What newspapers do they get?
  - ☐ What TV shows do they watch?
  - ☐ What other books have they already bought?
  - ☐ Do they have access to the Internet?
41. What are the unique selling points of your book—what makes your book different from others in this or similar subjects.

42. List any applicable specialty bookstores (e.g., bicycle shops, toddler clothes stores, teacher supply store, car wash store) with which you are familiar (names, addresses, and phone numbers, please.)
43. List any book clubs, magazines, or catalogs that you believe would be interested in your book.
- Book Clubs*
  - Magazine*
  - Newsletters*
  - Catalogs*
  - Internet Sites*
44. List any special groups (organizations, nonprofit companies, professional affiliations, training groups, self-help organizations) that should be particularly alerted to your book. Would they have mailing lists available and if so, how could these be obtained?
45. External Factors
- Competition**  
*What else is your target market spending money on that could prevent them from buying your book? “Nothing” is not an acceptable answer, nor is it honest or helpful.*
  - Opportunities**  
*What is happening in the world or to your target market (current events, holidays, high profile conflict, drama) **that will help sell** books?*
  - Challenges**  
*What is happening in the world or to your target market **that will prevent the sale** of books?*

### Marketing Matrix

We have learned that *global* publicity goals seldom pick up much steam; likewise, targeting a *generic* customer group is not as useful as focusing on a specific—even narrowly defined—group. Please take a few minutes to fill out the 5x5 Marketing Matrix, which will serve as a platform for ongoing planning sessions with our publicist.

Think of five separate groups who would **love** to buy your book; the more specific the better (e.g., divorced mothers over the age of 50, elementary school counselors who run social skills groups in their schools, Texas men who have competed in triathlons). Write the group across the top of each column.

What are the best ways to reach this group? Identify five different channels for accessing them (eg., sports talk radio shows in the morning, state and national continuing education conference for elementary counselors). Jot down those ideas in each column block.

TARGET CUSTOMERS

	1	2	3	4	5
CHANNELS					

## GOALS AND EXPECTATIONS

We are committed to promoting you and your book in as many venues as possible, including print, radio, TV and Internet. That entails, among other things, making up to 500 promotional copies of the book available for review, pitching press releases to targeted media, and responding quickly to specific requests from key media personnel. Filling this form out thoughtfully and thoroughly (with as much detail as possible) helps us immensely. It's also helpful to know what your expectations and availabilities are. Some authors prefer to spend their promotional time doing workshops and/or presentations, some prefer radio interviews, and some prefer interacting with audiences via internet blogs. We want to match our efforts to your personality and preferences.

### Your Personal Goals

46. My specific goals for this book include:

- Radio Shows (How many per month?) \_\_\_\_\_ Particular one's?
- Book Signings # \_\_\_\_\_ Particular one's? \_\_\_\_\_
- Newspaper Placements # \_\_\_\_\_ Particular one's?
- Magazine Placements # \_\_\_\_\_ Particular one's?
- Blog Placements # \_\_\_\_\_ Particular one's?
- Speaking engagements/ conferences/ workshops # \_\_\_\_\_ Particular one's?
- Other \_\_\_\_\_

47. My publicity expectations include:

48. My publicity commitments include:

49. Describe below anything else you would like us to know about you and/or your book.

50. What kind of client contact/communication from Bayou Publishing and BP publicists works best for you (e.g., email, voice mail, cell, USPS mail)??

### Other Specific Pre-Contract/ Pre-Publication Items

*The following items are top priority; consider them as important as the manuscript.*

#### ❖ AUTHOR PHOTO

*Can you commit to providing a high resolution, professional photography of you (author), with publication releases? Hi resolution digital copy is preferred; B&W or color (300 DPI, either JPG or TIFF). Does not need to be "formal" but should be "professional"—warm, engaging, inviting, uncluttered.*

#### ❖ 50 ENDORSEMENTS BY MAJOR GATE KEEPERS

*Can you provide names and addresses of 50 key people whom you think would be willing to endorse the book? Preferably not from the same local, and preferably representing key audience markets (i.e., "gatekeepers" or "primary influencers" for major customer groups.*

#### ❖ • TOP 3 COMPETING TITLES

**Identify the 3 top competitive books.** What are the top 3 books that serve as competition for this book? What is special about them and why are they better than the rest? **And, of course, what distinguishes this book from those top 3 contenders?** [See Q #38]

*Provide as much comparative detail as you possibly can. Which of the competing books are best sellers, are best written, are most well-known, have the highest sales ranking on Amazon.com? The more detailed, specific, and well-researched this part is the easier it is for us to get picked up by chain and independent stores.*

*This issue is extremely important; **without it, we cannot sell to bookstores or bookstore chains AT ALL.** For instance, when our sales rep meets with the book buyer for B&N, your book will be rejected automatically if we cannot articulate where it fits in with the top three competing titles.*

---

### ❖ • MAILING LISTS

*What mailing lists (personal, professional, co-op) do you have access to? Please provide the contact information for each list.*

---

### ❖ • TOP 20 QUESTIONS

*What questions should a radio host ask you? What questions are you prepared to answer, and what questions will spark an interest in the audience if presented to you? All radio, TV, and internet show hosts make use of question prompts. Our publicist will work with you, but it is helpful if you can generate a list of possibilities Think of questions that help set your book apart, promote lively dialogue, that spark intense debate, or set the stage for telling an entertaining story.*

---

### ❖ • PREMIUM SALES

*Before committing to publish any manuscript, we like to identify a major group/corporation/organization that might be interested in buying a large quantity of your books at discounted price. If at all possible, we like to get a commitment on such “Premium Sales” BEFORE the book goes to press: it helps to reduce the per-item cost of producing the book, and it serves as a remarkable promotional tool.*

---

### ❖ • PROMO DESCRIPTIONS

*One year prior to publication we have to start submitting descriptions of the book. The word-count requirements for the “metadata” that we provide to distributors, online stores, libraries are VERY SPECIFIC. Can you provide tightly written, compelling, gripping descriptions of the book? Many authors have commented that this is as challenging as writing the book. [We will have a back-cover blurb specialist work with you to craft the back cover sales copy and the 25/100/250 word descriptions].*

- 25 word description (THIS is the hardest!!)
- 100 word description
- 250 word description

---

### Signature and Authorization

---

I hereby authorize Bayou Publishing to use this information in publicity materials, follow-up phone calls and as necessary to promote my book. All information on this form and in any other written or verbal communication with Bayou Publishing is verifiable and completely true.

Signed \_\_\_\_\_ Date \_\_\_\_\_