

Author Marketing Form

1. Your name as you prefer for it to appear on cover.
2. Your birthday.
3. Home and Office contact info (mailing address, phone, email)
4. Provide a brief author bio, including some description of your background and its relevance to the book. Be sure to mention why this book is a necessity for anyone interested in the topic(s) at hand. This will form the core of what may appear on the back cover and in other promotional material.
5. Author's honors and recognitions
6. Additional books written by author (including publication date, title, and availability):
7. Having familiarity with both the content and the targeted audience(s), provide a brief description of the book (approximately one-half page). This will form the core of what may appear on the back cover and in other promotional material.
8. Describe the target audience(s) for the book (e.g., clergy, academia, parents, the general religious reader, etc.).
9. What are the unique features of this book in comparison to other competing books in the same field?
10. What potential does this book have for course adoption as a textbook? Graduate or undergraduate?
11. List special groups to whom this book might have particular appeal. Specify which groups have mailing lists, directories, or membership lists through which members may be contacted. Always include full contact info when possible (person's name, email, phone, mailing address).
12. List speaking engagements, dates, and destinations of any trips planned during the initial year of the book's publication. Although the publisher is unable to provide speaker's bureau services for its many authors, we do work to provide books at discount to organizations, groups, churches, and clubs who are hosting the author, doing a book signing, hosting an interview, etc.
13. List individuals to which you have access who might be interested in releasing for publication an endorsement for this book. Consider not only your friends and colleagues, but individuals who are recognizable to a wider religious audience.
14. Where relevant, please email lists of the following marketing contacts for those who might be particularly interested in reviewing/recommending/purchasing the book. Always include full contact info when possible (person's name, email, phone, mailing

address); bookstores where the author is known; organizations that might want to use this book (in bulk quantities) as program resource material review media or broadcast interview programs; newspapers in the author's vicinity and other areas where the author is known; journals/periodicals relating to the book's topic; alumni organizations.

15. Do you have a specific narrative vision for your cover or type of advertising? All titles and covers have final approval by publishing and design team.

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