**I. PERSONAL INFORMATION**

Your name exactly as it should appear on the jacket or cover of your book:

Home address:

Home telephone:

Home email:

Office address:

Office phone:

Office email:

Which number may we release to interested parties, e.g., reviewers?  home  office ­­­

Which is your preferred mailing address?  home  office

If you are planning any significant travel in the coming year, please provide dates and indicate whether you will be unreachable by email.

Please provide (via email) a high-resolution .TIF or .JPG of yourself. Even if we do not use the photo on the book, it’s important to have a photo in our files for marketing, event listings, reviews, etc. We will assume you have the photographer’s permission to use the image for promotional purposes, but *please include a credit if one is needed*.

Note: Not all books require an author photo. However, if you would especially prefer that we not use this photo of you on the cover, please let us know.

The image should be high-resolution, between 250 and 300 dpi, and wider than 6 inches. A photo taken with a smart phone is often high enough quality, just please be sure you are in focus and the photo has not been cropped.

**II. PROFESSIONAL INFORMATION**

Please write a brief biography, suitable for inclusion on the copyright page of your book and that may be adapted for the jacket or cover. A few sentences would be fine, covering, for example, your current position and a list of recent books you’ve published.

Colleges and universities attended:

Academic associations of which you are a member:

Any additional professional experience that might prove relevant to the book’s subject or to its promotion:

**Books Published**

Title (state whether author or editor) Publisher Year

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If any of the books above have been translated, please provide the names of the foreign publishers and the date of publication of the translated edition.

**III. PROMOTIONAL INFORMATION**

In a few sentences, explain your book’s basic argument or main point to a general audience, avoiding specialized language. Bullet points are fine if you prefer that format. This description is important to us, but it does not have to be polished, as it will be one of the tools that we use when we create descriptive copy for the book.

Are there any other important points that should be emphasized in promotion?

Are there sections of your book that might work as an excerpt or as a stand-alone article in a magazine, newspaper, or online outlet (first serial rights)?

**IV. PUBLICITY INFORMATION**

Please list any scholarly journals that you consult regularly to keep up on your field and that also review books.

Please list any columnists, editorial writers, commentators, bloggers, and interviewers, etc., who in your opinion might review or comment on your book or interview you. It is helpful to us if you can explain how you know them, if at all (e.g., personal friend, worked with them on *x* project, interviewed you in the past, not acquainted but a great fit).

We frequently solicit prepublication comments (“blurbs”) for books. Please list up to eight people for these purposes *in order of preference,* and, if you have on hand, supply an email address for each. Please indicate whether the person has read your manuscript or is familiar with your work.

Do note that we may not be able to contact everyone you list here and we may have additional blurbers already lined up. However, an extended list is appreciated as it gives us some leeway if some contacts are unable to help out at this time.

Name Email address Read ms.?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please supply (as many as you are able) keywords that relate to the concepts and topics of your book.** Keywords are the words and phrases that people enter into search engines when conducting a search query, and describe accurately what the content is about.

Have you published reviews, articles, or other pieces in nonspecialized magazines or newspapers, or appeared on radio or television? Please list pertinent examples.

**V. ONLINE PUBLICITY, BLOGGING, AND SOCIAL NETWORKING**

If you’re already a user of social media sites such as Facebook and Twitter, please fill in your information below. We urge you to make use of them to alert your contacts to significant news, reviews, and events about your book as we near the publication date and beyond.

Do you maintain a website or blog, either personal or related to your book? If so, please provide the web address.

Twitter handle:

Facebook profile:

Do you have a presence on any other relevant sites? If so, please list.

*If you’ve not yet used any of these tools, we strongly recommend that you look into them, as they’re a great way to spread the word about your book to friends, family, colleagues, and beyond.*

Are there any online recordings of you talking about your subject area? For example, a YouTube video of a lecture or a link to a podcast appearance. If so, please provide links.

**VI. EXHIBIT and SALE INFORMATION**

Please list the top scholarly conferences at which it would be appropriate to exhibit your book. Please also indicate those you are likely to attend, including any in foreign countries (though please be aware that it’s not always feasible to send books to international exhibits).

Conference Attending? (Y/N) Country

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please list locations (bookstores, workshops, festivals) that might be good to approach about a book event.

Please list any speaking engagements, readings, etc., *already lined up* that might tie in with promotion of your book:

What professional or social organizations, societies, associations, or other groups should receive notification of the publication of your book? If you have personal contacts within the organization, please list them.

*A note on events:* ***the more advance warning you can give us, the better.*** *We can’t promise we’ll always be able to arrange for books to be available for purchase at a talk, but with a couple of months of advance warning, the odds are much better. Also, because there’s always a small risk of delays, we highly discourage you from planning any events to be held until at least one month after the anticipated print date of your book. If you have any questions about the timing of an event, please don’t hesitate to ask.*

**VII. AWARDS AND PRIZES**

The Press actively submits books to awards.  Although we do not depend on author recommendations, you are welcome to suggest up to five appropriate awards for your book, and can do so by listing them here or sending them via email to our Press Coordinator at [pressinfo@brandeis.edu](mailto:pressinfo@brandeis.edu). Your email should include a list of the awards in order of importance, the sponsoring association (or URL), and a deadline for submission. Please make sure the subject line of your email includes your last name and book title.

**VIII. THINGS YOU CAN DO**

This is an exciting time, and you should not shy away from letting people know about your accomplishment, which is no doubt the result of a tremendous amount of work.

* Tell all of your friends, family, and colleagues about the book.
* Let relevant scholars at other institutions know that you are willing to come give a lecture, work with a class, or do a book signing.
* Propose panels related to your book for upcoming conferences, or inquire with colleagues about the possibility of doing a book symposium or author-meets-critics panel.
* Inform the news office of your institution, if you have one, that you have a book coming out.
* Contact the alumni office(s) and/or alumni magazines of colleges or universities you attended to let them know about the book.
* Add a brief announcement about the book to your email signature.

Your direct efforts can have a good impact on the book’s visibility in the first year. Be proud, let people know!

*Thank you.*

*We welcome any additional suggestions for promotions not covered in this questionnaire.*