



Author Marketing Platform Questionnaire

The purpose of this questionnaire is to learn what means you have of selling books. Publishers first and foremost are businesses, and a great deal of whether or not you will get a publishing deal has to do with how able you are to move books. Publishers do VERY LITTLE to help authors sell books after the first 30 days following publication, unless the book becomes a breakaway hit in that time. You will need to rely mostly on your own resources, planning, contacts and ingenuity to make your book a bestseller.

NOTE: *Your platform will also have a great deal to do with your ability to get a literary agent if that's your goal. This makes this information especially relevant.*

Your Sales Channels

The most important sales channels for selling books are typically:

- a. Appearances on the broadcast media—TV, radio, etc.
- b. Appearances in print media.
- c. Large speaking engagements and book signings.
- d. Big email lists (>20,000+ individual addresses) that you can communicate with regularly via an e-newsletter
- e. Consistent social media campaigns (Facebook, Twitter, Instagram, LinkedIn, Pinterest, Reddit), often linked to live events, giveaways, or charitable causes.
- f. Partnerships with organizations (corporations, universities, churches, nonprofits, professional associations) that can buy books in bulk, have you speak, and/or market you through their channels.
- g. A popular and widely-read blog or video blog with thousands of subscribers.

1. Traditional Media

1. Do you make any print or broadcast media appearances now? If so, please list the media appearances you've made in the last 12 months.

2. Do you have any close contacts with individuals who could get you high-profile media exposure, such as program directors, reporters, radio/TV producers or hosts, station owners, or important media figures? If so, please list their names, positions, and what kind of media access you think they could provide you with.

3. Do you have a publicist? If so, please provide name and contact information.

4. Do you plan to hire one if you do not?

5. Do you publish your writing in newspapers or magazines, in print or online, as a columnist or regular contributor (*HuffPost*, *Forbes*, etc.)? If so, please list those publications and how often you publish in them:

2. Online Media

1. Do you have your own blog? _____

2. If so, how often do you publish? _____

3. What is the blog address? _____

4. Do you have subscribers? If so, how many? _____

5. Do you know your average number of monthly readers? _____

6. Do you have a subscribe field on your website? _____

7. Do you have access to other popular blogs where you could publish? _____

8. If so, please list them:

9. Do you have your own podcast? _____

10. If so, what is it called?

11. How many regular downloads? _____

12. Do you know hosts of popular podcasts where you could appear to talk about your book?

13. If so, please list them:

3. Speaking

1. Do you have any speaking experience? _____
2. Are you currently speaking at events regularly? If so, please list your speaking engagements for the last year. Include events like round tables, expert panels, and workshops where you were a presenter.

3. If you have been speaking, what is your average audience size?

4. Do you have a means to get speaking gigs, such as a professional association? Are you represented by a speaking booker or a speaker's bureau? If not, would you be willing to sign with one?

5. Do you have contacts with bookstores, professional organizations, political or advocacy groups where you could speak or do book signings? If so, please list.

4. Social Media

1. Do you have a Twitter account? _____
2. How many followers? _____
3. Will you use Twitter regularly to promote your book and build your audience? _____
4. Do you have a Facebook account? _____
5. How many likes/fans? _____
6. Will you use Facebook regularly to promote your book and build your audience? _____
7. Do you have an Instagram account? _____
8. How many followers? _____
9. Will you use Instagram regularly to promote your book and build your audience? _____
10. Do you have a LinkedIn account? _____
11. How many connections? _____
12. Will you use LinkedIn regularly to promote your book and build your audience? _____
13. Do you have a YouTube channel? _____
14. How many viewers? _____
15. Will you use YouTube regularly to promote your book and build your audience? _____
16. Are you open to social tools like Facebook live, LinkedIn articles, giveaways and contests to build reader interest? _____

5. Email

1. Do you have a personal or business email list? _____
2. If so, about how many addresses are on it? _____
3. Do you have a means or strategy for building that list over the next 12 months? _____
4. Do you currently send a regular e-newsletter to the people on your list? _____
5. If so, how often? _____

7. Influencers

Individuals with a great deal of respect, prestige, celebrity or influence can be powerful allies to authors. They can use social channels, email, speeches and simple personal endorsements to spread the word about your book. If you have a network of these “influencers” with whom you have a good personal relationship, it is worth looking at respectful, mutually beneficial ways to leverage those relationships.

Influencers generally have large spheres of personal influence, and may include:

- » CEOs and other corporate executives
- » Elected officials
- » Celebrity entrepreneurs
- » Wealthy leaders in society such as bankers or developers
- » Renowned experts in your field
- » Religious leaders
- » Bestselling authors
- » Activists
- » Professional athletes
- » Respected attorneys or physicians
- » Cultural celebrities such as actors, musicians or artists
- » Academics or researchers

Please list anyone you know and have a good relationship with who has the influence to shape reader opinion—and might provide an endorsement quote for your book:

8. Online Brand

1. Do you have a website related to your book? _____
2. If so, what is it:

3. If not, you will need to build one. Your online brand is critical in developing your platform. You should be prepared to build a first-class website with many of the following features:

- » Graphically rich design
- » Personal blog
- » Video center for speaking and media clips
- » Appearance calendar
- » Author bios
- » Clips of reviews
- » Email signup form
- » Downloadable press kit
- » Downloadable book samples

9. Personal Info

1. Name _____
2. Company Name _____
3. Email _____
4. Phone Number _____