

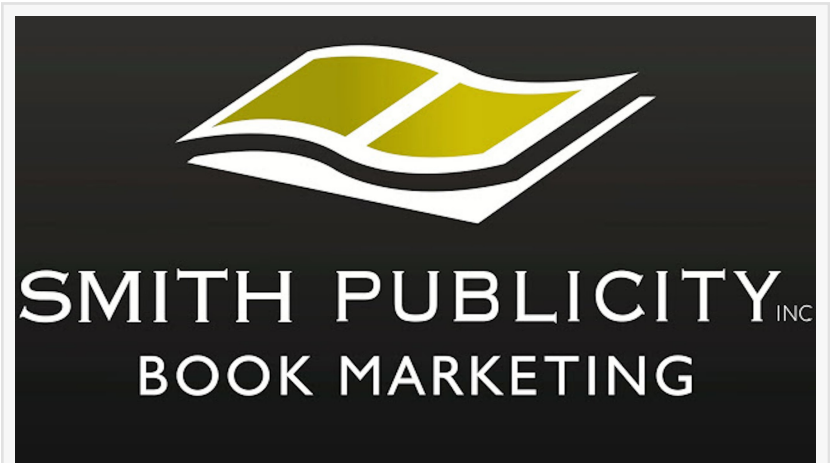
# Smith Publicity Provides Key Questions Authors Should Ask Before Starting a Book Marketing Campaign

*Key questions can help authors clarify their goals and prompt them to think about aspects of book marketing they might otherwise not consider*

CHERRY HILL, NJ, U.S., January 10, 2019 /EINPresswire.com/ -- [Smith Publicity](#) asks authors to complete a questionnaire prior to the start of a [book marketing](#) campaign. Many of the questions help authors clarify their goals and prompt them to think about aspects of book marketing they might otherwise not consider.

In an effort to help all authors in their book marketing, here are some sample questions adapted from the Smith Publicity author questionnaire.

- What goals are most important to YOU as it relates to the publication and promotion of your book? Rate each one 1=not a priority to 10=high priority
  - Make money by selling books
  - Become known as an author
  - Build credibility/become known as an expert in an area
  - Provide a service/educate to the public
  - Raise awareness to a worthy cause/topic
  - Become a full time author
  - Attract new clients to a business
  - Create speaking and presentation opportunities
- Do you have other personal or professional goals for this campaign?
- Describe the target audience(s) of the book (in order of importance)
- Are there vertical markets you would like targeted? (specific industry/type of reader)



•Are there specific geographic markets you want to focus on, and why?

•Is local media a priority for your goals?

•Do you want to be known as a speaker?

- If yes, list organizations/associations or types of audiences you are interested in reaching.

•What media outlets—newspapers, magazines, radio, television, online, blog, podcast—do you believe would be interested in reviewing your book, or featuring you or your book?

•What media outlet(s) do you consider to be your ideal, best scenario coverage?

•Are there trade associations, groups, or organizations you are interested in targeting through publications that focus on their interests?

•Are there awareness months/seasonality (graduation or Mother's Father's Day), anniversaries of events, etc. that tie into your book?

•Is your book a candidate as a gift? If so, who would be buying it and for what target audience? Have you thought of ideas to incorporate pitching for gift guide coverage into your book marketing campaign?

• Are you willing to travel for interviews? If so, how far?

• Write a 50 word synopsis of your book. In [book publicity](#), it's important to be able to present a short, compelling description of your book.

• In one or two sentences, what makes your book different from others in the same genre?

• Are there specific problems/challenges facing your target market that your book can solve?

• Is there a particular endorsement on your book that carries the most weight with your target audience?

• Write a brief autobiography, noting your professional credentials and any lifestyle credentials that make you particularly well qualified to write your book, including professional accomplishments, past employment, books published, etc. (Don't be shy—sell yourself!

• Do you have a tag line or brief description of you as an expert? (For example the "Small Biz Lady")

• Is there any personal background information such as hobbies, race, religious affiliation, lifestyle, medical conditions, marital status, family, etc. you can use in your pitching efforts?

• What three to five things do you want the media to know about you? Examples may include



Cherry Hill, NJ office staff

certain messages, themes in your book, your background/education or accomplishments?

- What are your FIVE key messages or talking points? If you were allowed to only make FIVE statements about your book's theme or message what do you want readers/listeners to remember about you and or your book?

The next step is to build upon these key points by writing several sentences of "conversation" about each talking point listed above that will help audiences understand your talking point better. (In an interview, the talking points can become how the host moves the interview along and your conversation about these talking points helps the host understand where you are going with your answer and when to move to the next talking point. It also helps you learn to convey a message in 3 or 4 sentences!)

- What are 6-8 questions you would like to be asked in an interview that would allow you to answer in a way that most allows you to share your message? Questions should be "benefit based" to your audiences and address their needs.
- Are there any relevant facts, figures, research you can use in press material?
- What themes in your book do you believe are relevant to current news topics, society, the world, or life in general? (List at least three)
- What topics related to your book do you feel qualified to discuss with the media?
- What topics, NOT related to your book, do you feel qualified to discuss with the media?
- What is the most controversial aspect of your message or book?
- What ONE question do you most often get asked when people meet you/learn about what you do?

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