When your book (or the book you helped write) will be published at Amsterdam University Press, we would like to receive as much information as possible about your network, your area of expertise and your ideas about the marketing of your book. For this purpose we’ve created this Questionnaire.

We would like to ask you to send your answers to your contact person at AUP or to [marketing@aup.nl](mailto:marketing@aup.nl). If you would like to give us more information, don’t hesitate to add this or give us a call. If we ask questions to which you do not know the answer, then feel free to skip them.

**IN GENERAL**

**1)** What are the three USPs (*unique selling points*) of your book, and please keep this as short as possible?

|  |
| --- |
| 1. |
| 2. |
| 3. |

**2)** What are the three most important competing titles of your book? And what is the most important difference to your book?

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

**3)** Sometimes we have to use a very short summary of your book, of up to 50 words. Can you help us with this?

|  |
| --- |
|  |

##### COURSES

**4)** At which institute, study, course, et cetera, could your book be used? Do you have contact information that may help us reach the relevant department/person?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Contact person** | **Institute/organization** | **Specialization** | **Email address** | **Telephone number** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**BULK ORDERS**

**5)** Do you know any institutes, organizations, companies that may be interested in purchasing a large order of your book for a special discount, for instance as a present for their staff or their network?

|  |  |  |  |
| --- | --- | --- | --- |
| **Contact person** | **Institute/organization** | **Email address** | **Telephone number** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

##### PERSONAL CONTACTS

**6)** Do you know important scholars who might want to write a review or endorsement for your book?

|  |  |  |  |
| --- | --- | --- | --- |
| **Contact person** | **Institute/organization** | **Email address** | **Telephone number** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**7)** Which authors of competitive books could we ask to write a review or endorsement of your book?

|  |  |  |  |
| --- | --- | --- | --- |
| **Contact person** | **Institute/organization** | **Email address** | **Telephone number** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

##### MEDIA

**8)** Which journalists do you think may be willing to write about your book?

|  |  |  |  |
| --- | --- | --- | --- |
| **Title medium** | **Name journalist/editor** | **Email address** | **Telephone number** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

##### ONLINE MARKETING

**9)** Which websites are important in your area of expertise, for instance for the latest news, for information about conferences or book announcements? Please also think of the website of your institute/company.

|  |  |
| --- | --- |
| **Name website** | **URL** |
|  | **http://** |
|  |  |
|  |  |
|  |  |

##### WEBSITE AUP

**10)** Your book will be visible on the website of Amsterdam University Press with the cover, the jacket text, the technical specifications, the selling price, the author information and possible endorsements or quotes from reviews. If you have any suggestions for your book page, we would like to hear about them:

|  |
| --- |
|  |
|  |
|  |
|  |
|  |

##### NEWSLETTERS AND MAILING LISTS

**11)** Information about new publications may be send to interested readers of our newsletter or to mailing lists of relevant organizations. Do you know of organizations that we could contact for inclusion in their newsletter/mailing list?

|  |  |  |  |
| --- | --- | --- | --- |
| **Contact person** | **Institute/organiaation** | **Email address** | **Telephone number** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**SOCIAL MEDIA**

**12)** If you have a blog, Facebook page, Twitter account, or LinkedIn page, with an interesting network, we encourage you to regularly add news, links or relevant content regarding your publication. Amsterdam University Press would like to share this as well.

Follow us on Facebook, go to <https://www.facebook.com/AmsterdamUPress/>

Follow us on Twitter, go to [www.twitter.com/AmsterdamUP](http://www.twitter.com/AmsterdamUP)

Follow us on LinkedIn, go to <https://www.linkedin.com/company/amsterdam-university-press>

If you have your own website or blog, or if you have a relevant Facebook, Twitter or LinkedIn account, please let us know:

|  |  |
| --- | --- |
| Website |  |
| Facebook profile |  |
| Twitter profile |  |
| LinkedIn profile |  |

##### BLOGGERS & ONLINE INFLUENCERS

**13)** Do you know relevant online influencers on the topic of your books, that we could ask for a review or endorsement?

|  |  |
| --- | --- |
| **Name** | **URL** |
|  | **http://** |
|  |  |
|  |  |

##### EVENTS

**14)** Are there important events where you think we should promote or be present, such as relevant conferences? And are there events where will you be present yourself?

|  |  |  |  |
| --- | --- | --- | --- |
| **Event** | **Date** | **Organization** | **Your part** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

##### LECTURES

**15)** We would like to be informed about possible lectures. We can provide PR material, such as flyers or order forms.

|  |  |  |  |
| --- | --- | --- | --- |
| **Event** | **Date** | **Organization** | **Your part** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |