

## Kluwer Law International

### Author Questionnaire

Date of questionnaire:

Author/Editor name:

Title of proposed publication:

*As we look to actively pre-sell and promote titles before they officially launch, changes to a book's title are often problematic. Please select your finalized title where possible and not a tentative one*

Subtitle (if applicable):

Book Series (if applicable):

Estimated length of publication (based on 425 words per page):

Estimated manuscript submission date:

Frequency of new editions/updates:

*In order properly to assess your proposed publication – as well as to reach the widest possible market in the most effective way – we need your help. Please take the time to answer the questions from page 2 onwards.*

***IMPORTANT: Please note that this information is also used to create pre-launch marketing material and digital adverts to sell and promote your title in advance so attributes to commercial goals.***

# Kluwer Law International

## Author Questionnaire

### 1. Your professional biography:

### 2. Project overview:

Please supply a brief description (250 words or so) of your book.

What is the aim of the book?

Why is there a need for it?

Why is now a good time to produce it?

Please supply minimum 5 features of your book, listing compelling characteristics

Please supply minimum 3 benefits of your book, explaining what this book will help the reader to solve

Please list 10 key words (or hot topics) for your book. *We will use these keywords to optimize the discoverability of your title in our channels. By entering your keywords you should keep in mind which keywords the audience would use when looking for topical information online.*

### 3. Contents:

Please supply a draft table of contents.

Please list eight to ten questions readers are likely to ask and which your book will answer.

### 4. Audience:

Who is the primary market?

Who is the secondary market?

How large would you envisage the market to be (both primary and secondary)?

Does your book appeal to specific geographical regions? If so, please list which.

**5. Promotion:**

Are there any other information needs/opportunities that make this book particularly viable?

(Please include any information on conferences etc.)

Please list in order of importance the associations and periodicals whose members and readers are likely to be the best prospects.

Are there any other ways in which you/your firm intends to actively to promote the book?

**6. Competition:**

Whom do you consider to be the main competition?

How would your book differ from the above competition (if applicable)?

**7. Miscellaneous:**

Please include any other comments you consider relevant.

Thank you for your time. We look forward to contacting you after reviewing the questionnaire.