

Bob Erdmann
Publishing Consultant



Columbine
Communications
& Publications

Author Questionnaire

Author name:

Book title:

Complete home address, phone/fax/email:

Complete business address, phone/fax/email:

Date & place of birth:

Complete education, including degrees, etc.

Brief professional history:

Honors, prizes, etc.

Other fields of study, hobbies, etc.

Briefly define the content, purpose and audience of book:

Bob Erdmann
Columbine Communications & Publications

1293 Elizabeth Barcus Way • Fortuna, CA 95540

Phone: (707) 726-9200 • Fax: (707) 726-9300

Web: www.bob-erdmann.com • Email: info@bob-erdmann.com

© Copyright Bob Erdmann

Why did you create this book?

Whom are you targeting as your reader?
(I.e. Age/income/lifestyle/special interest?)

What significant features—and their resultant benefits—does your book offer to the reader?

List the significant books in print on this topic, and explain why yours is different/better:

How would you answer the question, “why should I buy this book?”

What is your experience/expertise in the subject of the book?

Are you a regular contributor to magazines, newspapers?

What other books or articles have you published?

Do you currently make appearances on radio/tv, or as a public speaker?

Important, what recognized expert(s) would be willing to write an endorsement or foreward for your book? Please list as many as possible.

Please list any reviewers, columnists and opinion leaders who you think would be especially interested in the book:

Do you have any trips scheduled to major market areas after the publication of this book?

In what organizations (relevant to your book) are you significantly involved?

What publications or events do those organizations provide that would enable you to promote your book?

What publications or other media will be interested in reviewing this book?

List businesses or organizations that should be purchasing significant quantities of your book. Do you have personal contact with any of these?

Are you aware of any organizations/businesses whose mailing lists fit the reader profile for your book? Please list them with addresses, contact names, etc.

What other information can you give us that will be helpful in promoting your book?