

Frequently Asked Questions

What is the marketing process?

Once the University's faculty advisory committee approves your book, we begin preparing for its promotion. Based on the information you provide in the Author Questionnaire, we:

- Create a marketing plan. We consider advertising, direct mail, flyers, events, book award nominations, conferences, exhibits, etc.
- Compile a review list. Reviewers receive a copy of your book to review for print and online journals, magazines, and newspapers.
- Reserve and create advertisements for your book in pertinent magazines, journals, and conference program ads.
- Advertise your book in our seasonal catalog. Once the seasonal catalog has been published, we create your book's page on our website and supply other websites such as Amazon.com and BN.com with bibliographic information and a book cover.
- Display your book at appropriate conference exhibits and trade shows.

Why do I need to fill out an author questionnaire?

The most helpful thing you can do to promote and sell your book is to fill out the Author Questionnaire. The contact information is used to complete several Press operations, such as copyright forms. We use the rest the information to create:

- Catalog and jacket copy
- Press releases
- Brochures, flyers, and direct mail pieces
- Review and mailing lists
- Your book's title, cover, and copyright pages

Do I need to fill out a new author questionnaire if I have already been published?

Yes! It is necessary that we have the most up-to-date information for each book. Each book is unique and may require different avenues of promotion.

Remember, the target audience for the catalogs and press releases are usually retail and wholesale book buyers and book editors who may not be fluent in the language of your discipline. The descriptions you provide in the Author Questionnaire should be written for the general reader.

What can I do to help promote, publicize, and sell my book?

- Keep us updated on what you do. This includes book signings, readings, meetings, seminars, and conferences. We may be able to help with flyers and other promotional materials for these events.
- Announce and link your "book's page" on any email forums, listserves, blogs, or personal websites, that you, your friends, and/or colleagues belong to.
- Include your book's page URL in the signatures block of your e-mail messages.
- Contact your college or university alumni offices about putting a notice of the book in their next alumni newspaper or magazine and the general campus newspaper. Send them a catalog. Once you have contacted them, let us know, and we will follow up with a press release.
- Provide the press with the names and addresses of friends, family, colleagues, and any prospective purchasers of your book for direct mail pieces.
- Send the press the names and addresses of at least six professors who are likely to use the book for their classes, if you feel the book is appropriate for course adoption.

- Write an opinion/editorial piece for your local paper on a subject that relates to your book.
- Send the features editor at your local or hometown paper a note saying that there will soon be a new book available from a local author. Include a catalog.
- Always carry a copy of your book with you to workshops, conferences, and meetings.
- Stop at your local bookstore and introduce yourself to the store manager, buyer, or community relation's coordinator—tell them that you have a new book out and that you live or work in the area.
- Be on the alert for selling opportunity, and let us know about them through an e-mail or a phone call.
- Keep social media pages. Word can spread quickly through facebook, twitter, or other social media.
- Notify us of any errors you find on any of your book's online page listings.

When can I expect to see reviews of my book?

Once we have received the book from the printer, we begin to send review copies of your book to publications that have good potential for running a review of your book. However, many book reviewers have a long queue of books and it could take anywhere from a couple of weeks to a couple of years for the review to come out.

When we know of a review, we clip or print it from the publication in which it appears and file it in the author's marketing folder. If it is an online review, we will link to the review from your book's web page.

We maintain an electronic listing of all reviews. We will send you a copy of this listing once a year, or upon request. Please notify us when you see a review of your book so we can add them to your file.

Will the press arrange book signings, author tours, or a publication reception for my book?

Our marketing budget does not support book signing, author tours, or public receptions. However, if you choose to schedule a book signing or reading, please give us a one month notice of the event. We may be able to provide media materials, flyers, author photos, extra covers for display, etc. Also, we warehouse our books in Chicago, and need at least a month's notice to ensure that the books will be available upon request.

How does my book end up in the bookstores?

Our sales reps contact independent booksellers, chain stores, major wholesale accounts, and smaller outlets such as museum bookstores. Sales reps call on or meet with the book buyers and take the orders, which are then processed through our distribution center.

The National bookstore chains, local bookstores, like Barnes and Noble, use a centralized-office system to buy books on behalf of their individual stores. This means the local store does not always get to choose the books that end up in there store.

NOTE: If you walk into a bookstore and the book isn't on the shelf, have your friends and family go in and request the book. Doing this creates demand for the book and my lead to the bookseller stocking more copies of your book.

Will the press sell my book on the Internet?

We create a “Book Page” for your book on our website. Once this page is available, your book is available for purchase through our website. We also supply other online book sellers such as Amazon.com and BN.com with bibliographic information and a book cover.

How will the press advertise my book?

We will advertise your book through:

- **Seasonal Catalog.** Our catalog announces forthcoming books, highlights recently published books, and lists some backlist titles. We mail this catalog to bookstores, wholesalers, and libraries, and reviewers. Our sales reps deliver them to their accounts and refer to them during their sales calls, and we also display these catalogs at exhibits.
- **Ads.** We use the information you provide in the Author Questionnaire and our database to establish in which publications are appropriate for your book’s specific market. Our marketing budget is small, so we generally advertise in specialized journals, magazines, and conference program ads or online ads.
- **Exhibits.** We attend few conferences as exhibitors; however, if we are not at a conference that relates to your book, there is a good chance your book is on display. We will often participate in cooperative or combined publishers book displays. This means that your book may be on display with another organization, such as Scholar’s Choice.

How do I obtain copies of my book?

Your contract states the number of complimentary copies you will receive. Shortly after your book is published, we will mail them to you. Authors and editors receive a 40% discount on any additional copies of their book. You can order your book through our website at www.UofUpress.com or by calling 1-800-621-2736. Be sure to tell the customer service representative or note in the comment section that you are the author/editor of the book and should receive a 40% discount.

How do my colleagues acquire academic examination copies of my book for course adoptions?

Your colleagues may order an examination copy of paperback editions for course adoption. Requests need to be made on departmental letterhead, indicating academic rank, department, course name, expected enrollment, and the semester or term the course will be offered. Submit requests, accompanied by payment of \$5 per title to cover handling costs to:

The University of Utah Press
Chicago Distribution Center
11030 S. Langley Ave.
Chicago, IL 60628
Fax: 1-800-621-8471

Hardcover editions may be requested by submitting a similar request along with payment in the amount of 40% off the retail price. It may take up to three weeks for delivery.

Will the press submit my book for awards?

We will consider award opportunities that you list on the Author Questionnaire and opportunities listed in our database. However, our Press’s limited budget often prohibits us from submitting books for awards that require an entry fee.

Additional resources:

The wonderful people at Princeton University Press published an article written by Debra Liese called “A Letter from Your Publicist” which is both entertaining and informative. You can find that article here: <http://blog.press.princeton.edu/2015/09/15/a-letter-from-your-publicist/> (Posted with permission.)

If you have any questions about the marketing of your book, you are welcome to contact Hannah K. New, the marketing manager at the University of Utah Press at hannah.new@utah.edu or 801-585-9786.