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Pacific Raven Press publishes about 7 manuscripts per year. In doing so, we give highly personalized service to our authors, spending a great deal of time with each, not only in the start-up phase of a book, but throughout its lifecycle. Each author and manuscript represents a significant investment of resources from the acquisition stage, to design, book production, marketing, distribution, and ongoing support. Because we give so much to each author, we only sign authors who have written high quality stories that have a strong reader appeal and who are highly motivated to market, promote and sell their books.

At Pacific Raven Press, we offer support throughout the entire sales cycle by providing marketing plans that explain the multiple channels available to reach readers, creating an online presence on our web site, offering cross promotion opportunities with other Pacific Raven Press authors, promoting your book to the publishing trade, and advising you on the best tactics to reach your reader base using both traditional and online approaches.

We are trying to gauge how much you see your work as not only a literary achievement, but also as a business proposition. There are over 1,200 new titles published each month in the United States, so the competition requires active and effective marketing efforts from the author to be successful.

Thank you for taking the time to provide us this important feedback.

Pacific Raven Press

Please be concise. This document should be no longer than 3 pages when returned.

Author Name: _____

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Have you been published before? If so, tell us the name of the book(s) and how many copies sold:

Explain the reasons for your success or lack of it in previous releases:

Why do you want to have this book published?

Between royalties on retail sales and buying books with your author discount, how much money do you intend to earn from publishing this book?

Are you familiar with book publicity and book marketing tactics? If so, give us an idea of your level of knowledge and experience. If not, in addition to the marketing support offered by Pacific Raven Press, how do you intend to gain this knowledge prior to your book's release so that you can take an active role in your book's success?

Who will want to buy your book (target market) and how many books do you think you will realistically be able to sell?

Tell us more about how you intend to connect with your audience and build a fan base. Most authors start with people they know personally or professionally and within a geographic scope of their home as well as by connecting with groups over the Internet. Tell us about your network, how many contacts you currently have, and how you intend to grow this number:

Have you considered the fact that launching a new book will require an investment on your end, too? What kind of funds do you have set aside to invest in book promotion? In addition to the support given by Pacific Raven Press, some of our authors hire publicists and/or online social marketing consultants, some build their own websites, and all buy books to have on hand for face-to-face signings outside of bookstores. Many authors reinvest book earnings into additional promotional activities. For example, they buy 100 books for \$1000, sell them for \$1500, then reinvest the \$1000 into more promotion until critical mass is achieved. New authors, just like a new business, will have to reinvest more than established authors.

What are your long-term goals as an author? Do you have other books in mind for publication?
