



1663 Liberty Drive, Suite 200  
Bloomington, IN 47403  
Toll Free : 1-888-795-4274  
Phone : (610) 915-5214  
Fax : (610) 915-1294

**QUESTIONNAIRE**

**The Xlibris  
Foreword Ads and Clarion Review Marketing Services**

Thank you for choosing to purchase the Xlibris Foreword Ads and Clarion Review Marketing Services. To help us facilitate the fulfillment of this service, we will need to gather the following information from you. The purpose of these questions is to give our Marketing Fulfillment Department as much information as possible to create effective marketing materials for your book. Your Marketing Service Representative will be contacting you to help you through this process.

\*Please write legibly if you are accomplishing this form by hand. You may use an extra sheet of paper whenever necessary.

There are two ways to facilitate the completion of the questionnaire, you can either write your answers on this form and return it to us through, fax, mail, or email, or you can contact your Marketing Service Representative and dictate to them over the phone your responses.

**1 Personal Information**

Full name: \_\_\_\_\_

Street Address: \_\_\_\_\_

Apartment/Suite: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

**2 Your Book Information**

Please indicate which book title will be used for marketing.

Book Title: \_\_\_\_\_ Book ID: \_\_\_\_\_

Author Name: \_\_\_\_\_

**3 Author Questionnaire**

**A.** (If a fiction book) What inspired you to write the book?  
(If a non-fiction book) What makes you a credible authority on the book's subject?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



1663 Liberty Drive, Suite 200  
 Bloomington, IN 47403  
 Toll Free : 1-888-795-4274  
 Phone : (610) 915-5214  
 Fax : (610) 915-1294

**QUESTIONNAIRE**

**The Xlibris  
 Foreword Ads and Clarion Review Marketing Services**

**B. What are five words that you feel best describe the message of your book?**

---



---



---

**C. What is the central topic of your book? What are the main themes and/or ideas?**

---



---



---

**D. Is there anything about the book that is unprecedented, trailblazing or surprising? When would your topic be timely? Are there daily events that occur in the news that you can tie into? Example: A stress expert can talk about rush hour traffic or road rage.**

---



---



---



---

**E. What are other selling points of your book?**

---



---



---

**F. List 5 subjects related to your book in order of importance.**

*Sample: Catcher in the Rye*

a.	<i>a. juvenile</i>
b.	<i>b. 1940's</i>
c.	<i>c. memories</i>
d.	<i>d. prep school</i>
e.	<i>e. narration</i>

**G. Who will be most interested in your book & why? How will your book affect people's lives?**

---



---



---

**J. Please provide any additional comments, suggestions or materials you feel would be helpful in the writing process (previous press releases, reviews, recommendations, biographical information, etc.).**

---



---



---



1663 Liberty Drive, Suite 200  
Bloomington, IN 47403  
Toll Free : 1-888-795-4274  
Phone : (610) 915-5214  
Fax : (610) 915-1294

## QUESTIONNAIRE

### The Xlibris Foreword Ads and Clarion Review Marketing Services

4

**Service Package.** Please select your preferred package.

#### Author's Choice

**\$1,599**

- Single Slot Print Ad in ForeWord Magazine
- Email Marketing Campaign – 1,000,000 recipients
- Press Release Campaign – 100 media outlets

#### Editor's Choice

**\$2,599**

- Double Slot Print Ad in ForeWord Magazine
- Email Marketing Campaign – 1,000,000 recipients
- Press Release Campaign – 500 media outlets

#### Reviewer's Choice

**\$5,599**

- Half-page Print Ad in ForeWord Magazine
- Email Marketing Campaign – 1,000,000 recipients
- Press Release Campaign – 500 media outlets
- Clarion Book Review

#### Publisher's Choice

**\$9,599**

- Full-page Print Ad in ForeWord Magazine
- Email Marketing Campaign (Single Targeted) – 1,000,000 recipients
- Press Release Campaign – 1,000 media outlets
- Clarion Book Review

5

**Agreement.** Please read carefully.

#### Disclaimer

- Contract withdrawal and/or refund requests will no longer be entertained once the author has signed and submitted the approval form for the marketing services product(s). Moreover, the prerogative to revise product content shall no longer apply.
- Any orders paid via check and returned to the company for insufficient funds will be assessed a fee, payable prior to order fulfillment.



1663 Liberty Drive, Suite 200  
Bloomington, IN 47403  
Toll Free : 1-888-795-4274  
Phone : (610) 915-5214  
Fax : (610) 915-1294

## QUESTIONNAIRE

### The Xlibris Foreword Ads and Clarion Review Marketing Services

- Although it is the primary goal of Xlibris Marketing Services, we cannot guarantee immediate results in the increase of book sales through these campaigns.
- Xlibris reserves the right to delay fulfillment of any service if the full payment for the service has not been received.
- The Author may specify a preferred launching date for the marketing service(s), but it does not guarantee fulfillment on the specified date. Orders are scheduled on a first-come, first-served basis and may be affected by availability of an open slot.
- Once a book is submitted to Clarion, the order cannot be cancelled or refunded for any reason.

© 2009 Xlibris Corporation. Please refer to the product specifications for complete details available online at [www.xlibris.com](http://www.xlibris.com) or by request via phone or email. Product specifications and prices are subject to change without prior notice. If you need assistance at any point during this ordering process, feel free to call us toll-free at (888)795-4274.

By affixing my signature below, I agree to the terms set forth to this agreement.

SIGNATURE OVER PRINTED NAME

I Agree.

Date / /

**Send your completed Questionnaire to:**

**Xlibris Corporation**  
**Attn: Marketing Services Dept**  
1663 Liberty Drive  
Suite 200  
Bloomington, IN 47403  
Phone: (610) 915-5214  
Fax: (610) 915-0294