

Dear author:

Now that your manuscript has been delivered, McFarland needs to collect some information from you to assist our marketing efforts. Please answer the following items as fully as possible, and reply directly to this email (ltedder@mcfarlandpub.com) within five business days. Your prompt response is appreciated.

Sincerely,
Lori Tedder
Office Manager
McFarland

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1. If you are active on social media, please like/follow McFarland on Facebook, Twitter and Instagram. If you are a Twitter user, provide your Twitter handle so that we can incorporate it into relevant advertising.
 2. For identification purposes, tell us your book's working title (does not have to be the final title).
 3. Provide a **brief**, straightforward author bio of one or two sentences. Consider including your present position and location (specifying a city is preferable, but not required). If applicable, mention your previous writing work. For manuscripts with multiple authors or editors, provide a bio for each.
 4. Separately from the promotional description, list any additional features of your book (photographs, line drawings, appendices, bibliography, notes, glossary, indexes, foreword by Jane Doe, charts, maps; filmographies, etc.).
 5. Write a description of your book in not more than 200 words. Versions of the description will appear on the book's back cover and also serve as advertising copy online and elsewhere (edited for wording and length but based closely upon what you provide). Think of this an opportunity to market your work to potential readers. Please compose one or two taut, informative paragraphs of a few sentences each. These should introduce the topic, describe the book itself and its treatment of the topic, and highlight the book's strongest appeal — that it's the first on this topic, for example, or that it takes a new view of a well-covered one. Ideally, your book's description will have an engaging lead, relate the key facts, and be brief. A few “dos and don'ts”:

Do...

- ...write for the curious reader who may know nothing about the topic or your field of expertise.
- ...point out what makes the material worthy or unique.
- ...use clear, concise, straightforward prose.
- ...avoid excessive word repetition.

Don't...

- ...use academese, jargon, ornate language or self-congratulatory adjectives.
- ...lead with “This book...” “These essays...” etc.
- ...lead with or otherwise include the book's title.
- ...create a laundry list, like “Chapter One covers...” “Part two describes...”