

Dear author:

Thank you for returning your marketing questionnaire. This form letter is meant to provide a brief marketing-related update about what to expect in the days after you've delivered your manuscript, and to explain how you can help promote your book in the months to come. While McFarland is responsible for the sale and marketing of your book, your participation is crucial to the success of our efforts.

### **Title, Cover Design, Format, Binding & Price**

Once you delivered your manuscript, McFarland began work on several critical elements. A title, if one hasn't already been settled upon, will usually be finalized very soon after manuscript delivery. Your cover will be an essential marketing tool, and we will finalize the cover design shortly after the manuscript is delivered. If you suggested ideas when you delivered the manuscript (see *Preparing Your Manuscript*), we will be happy to consider them. Within a few weeks of delivery of your manuscript, attention will be given to format, binding and price. For the print edition, a majority of our new books are produced in softcover; some are originally offered in hardcover and later in softcover. We do not offer books simultaneously in both forms. We will also determine if your manuscript is eligible for an ebook edition (the overwhelming majority are).

### **How You Can Help Promote Your Book in the Early-Going**

- Be sure to reply promptly to inquiries and form letters from the sales & marketing department (e.g., marketing questionnaires, requests for review copy suggestions).
- Familiarize yourself with McFarland's website and social media sites, especially our Facebook and Twitter accounts. Follow us. When you are involved in relevant activities, we encourage your participation there. Post your activities to our Facebook page and refer to us in your tweets.
- If you are interested in securing pre-publication endorsements (blurbs), it is best to undertake this process early. Blurbs are brief pre-publication endorsements from well-known authors or experts in your field (different from book reviews published by media after a book is released). You are under no obligation to collect blurbs; in fact we do not especially encourage them. Before you secure any, consult our blurb instructions. Contact Kristal Hamby if you have questions.
- Soon (probably within two to three months of manuscript delivery), your book will receive its page in McFarland's online catalog. When it does, help us make sure that the catalog description is accurate. At this still-early stage of the book, requests for changes should be forwarded to advertising coordinator Kristal Hamby.
- Authors are encouraged to mention their books in all of their bylines (for journal articles, your institutional webpage, blog, etc.). Consider including in your (auto) email signature a brief mention of your book and a link to the book within McFarland's online catalog.

### **Later...**

At several key milestones during the publication process, McFarland will automatically contact you with updates or to solicit suggestions. Several sales and marketing topics that are common concerns for just-published books—online promotion, reviews, signings, conferences, royalties and more—are covered in the author resource section of our website.

Sincerely,  
Beth Cox  
Assistant Marketing Manager  
McFarland

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