



CREATIVE BRIEF AUTHOR QUESTIONNAIRE

Synopsis

Please provide a brief — 200 words or less — description of your book

Details

Title: _____

Subtitle: _____

How do you want your name to appear on the cover (this will be consistent throughout the title page, and in your copyright application.)

Is there a co-author’s name that should appear on the cover?

Any additional cover text (this might be an excerpt from a review, an additional positioning statement, or perhaps a ‘Foreword by...’)

Book Cover

Initial ideas — if you have an idea for your cover, please describe it here. Let me know if you have photos, samples, sketches or any other elements to help me get a feel for what you want.

Image credit: if you have an image to be included in your cover or back cover, please provide any photo credit information (i.e. Copyright XX Studios)

Provided images: if you are providing images for use, do you own the copyright or is it properly licensed for your use on your cover? (Usage fees oftentimes vary for items that will be resold, such as books. Please check on this if you intend to provide a source image for your cover.)

yes no

Audience

Who is your target audience? Please list who will read your book and why. Be as specific as possible.

What message would you like your cover to convey?

Please list other books that are similar to yours (comparative or competing books with a similar target audience)

What style or feeling is appropriate to your subject (examples include conservative, wistful, bright, dark, humorous)?

Similar covers

Please provide 2-3 published book covers that you like and describe why. Browse amazon.com or other book sites; make some selections and cut/paste each link below. This step will allow me to grasp the looks that appeal to you and what you'd like to achieve. Note that these sample covers can be from any genre, and may only have an element or two that you like. Just explain what appeals to you. Some examples I've gotten from authors are:

- 'I like how the title text is positioned and the font is really pretty' or
- 'This book has reviews on their cover and I like how they laid it out' or even
- 'This cover really draws my attention because of the one central image and the rest is faded out.'

Feel free to show anything you are drawn to, and tell me why. It will help me get a good idea of your overall personal aesthetic.

Any other information I should know about your book or cover? Things you personally don't want to see, or subtle aspects that would be an inaccurate portrayal of your book? For instance, a book about business investing, but for whatever reason it's important to not show images relating to stocks. Or perhaps a particular color would convey a certain message to your audience.
