

How can I get my publisher to do a biographical brochure for me?

Q: I'd like my publisher to do a biographical brochure for me as they have done for some of their other authors. How do they decide who gets one, and is there a way to request having one done?

Each publishing house has its own policy for deciding how many authors each season get a biographical brochure and which authors are chosen. If biographical brochures are not done for every author the house publishes, the decision is likely to be made based on how many of that author's books are on the publisher's list and how well the author's books sell. Sometimes a brochure will be created to coincide with a special press kit or publicity campaign the publisher is doing for a particular book.

Since your publisher does do some author brochures, I would suggest you get samples of recent brochures your publisher has done and write your own copy to fit their style. Once you've done that, submit the copy with a current photograph that you'd like used to your editor or publicist and ask if they would print this as one of their biographical brochures. Since you've done the bulk of the work, they are more likely to agree. 4:5/94