

Product Proposal QUESTIONNAIRE

Please complete and return with your product proposal to:

C&T Publishing
Attn: Mary Wruck
1651 Challenge Drive
Concord CA 94520
(925) 677-0377 ext 234
maryw@ctpub.com

ABOUT YOU

Your full name:

Birth date (month/day/year):

Home address, phone (include cell) and fax numbers:

Business name, address, phone and fax numbers:

Email address(es):

Website, blog, or other online social media address(es):

How do you prefer that C&T staff contacts you—phone or email?

Your primary occupation(s):

Academic degrees:

Provide a short autobiography (approximately 100 words) that includes your length of experience as an artist and any special qualifications you have:

Prizes, awards and/or honors you have received:

Are you an active member of any professional organizations?

What publications and websites related to your art do you enjoy?

List the titles, dates, and publishers of any other products or books you've written or contributed to—include how many copies sold over what period of time:

List any other related published articles you've written or contributed to:

List any publications in which your designs have appeared:

Do you teach classes related to your art? If so, where and how frequently?

Describe if and how you use the Internet:

List any reservations or concerns you might have about teaching, speaking in public, and/or appearing in the media (print, TV, radio, web):

ABOUT YOUR PROPOSAL

Working title of your product:

Write a concise statement about the nature of your product:

Are you currently selling the product? If yes, give specific details on where it is manufactured, sales history, current pricing and availability:

Has information about this product been published, or is it scheduled to appear anywhere? If so, where?

Are your concepts currently available to artists in any other form—such as video, television, internet, printed patterns?

What type of packaging do you envision for your product?

Who is the target audience(s) for your product?

List the top three uses for this product that you want to communicate to your audience(s):

What makes your product similar to other comparable products already on the market?

What makes your product different from other comparable products already on the market?

List at least three of the product's key selling points:

-
-
-

Attach photos and/or illustrations of your product, as well as any stage of your design development process that is applicable.