

eBook Self-Publishing Survey

sponsored by: KindleBookReview
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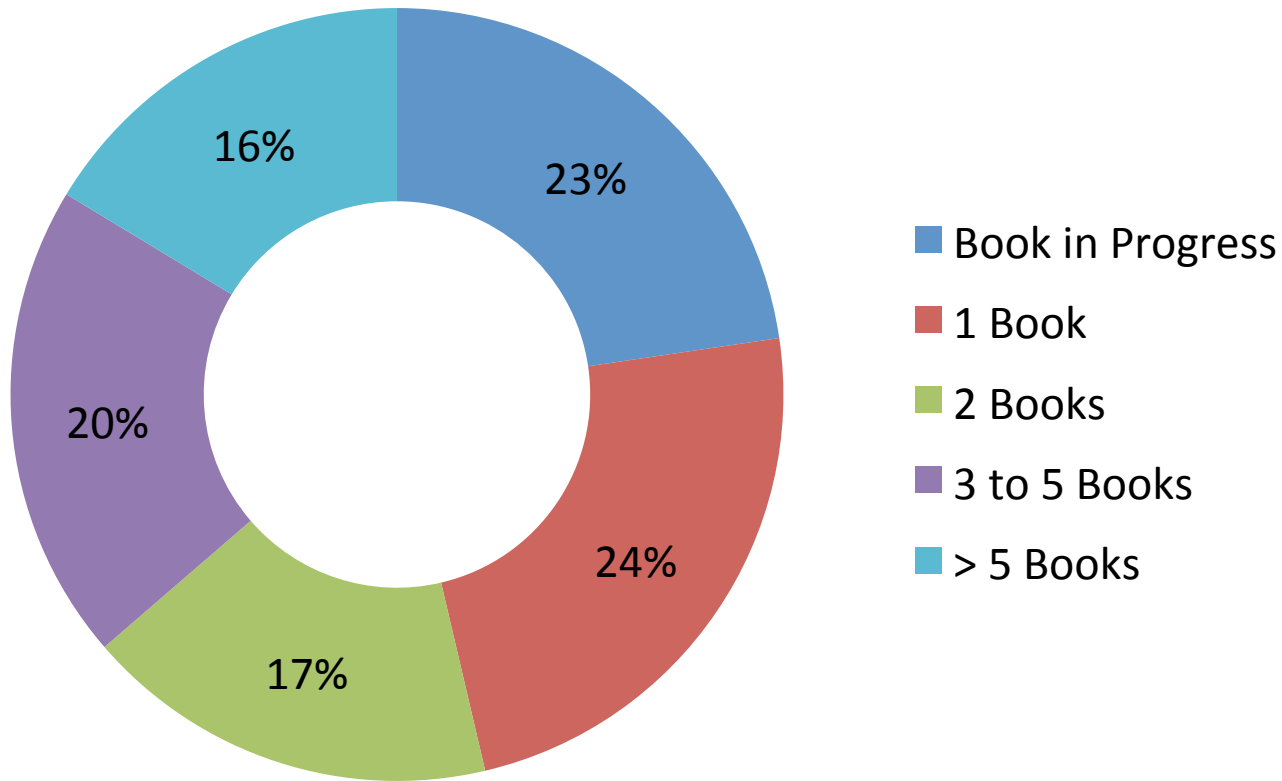
conducted by: Sellbox.com
website: www.sellbox.com



About the Survey

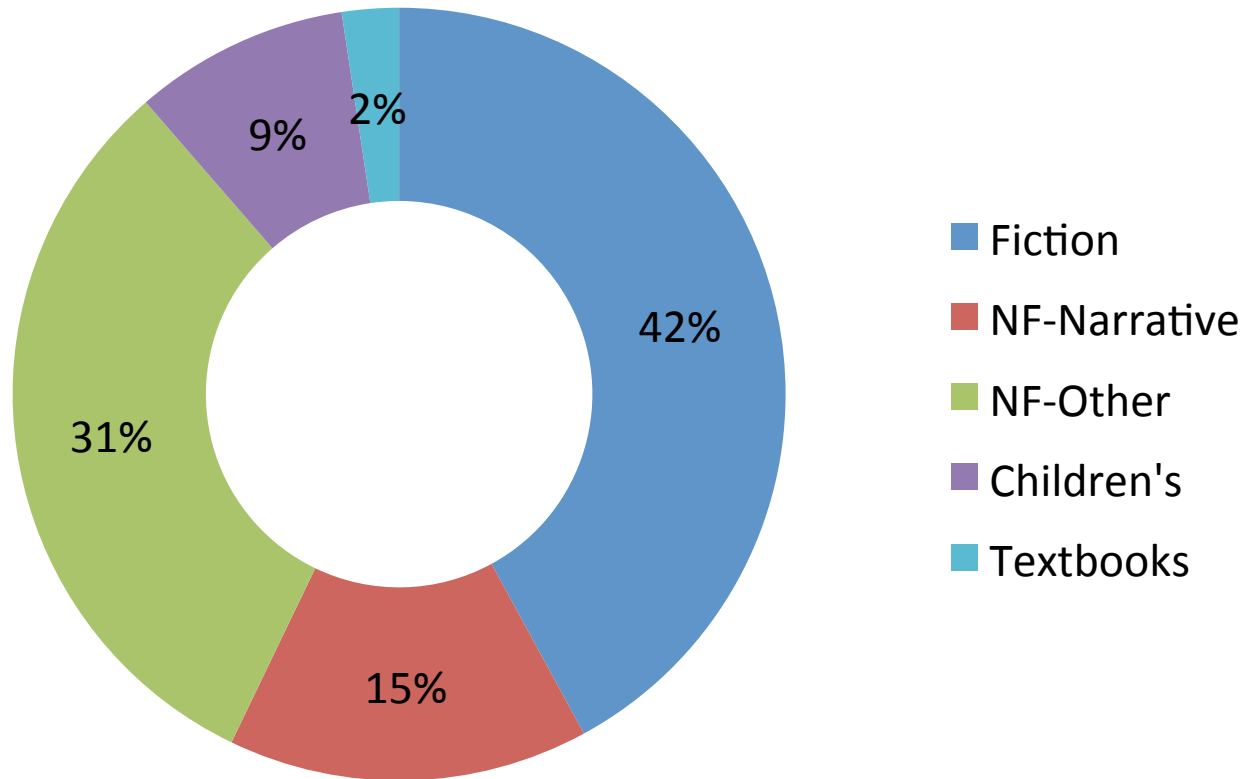
- Objective: Gather insights from self-publishers, a group under-represented by book industry surveys.
- Conducted from August 30 to September 24, 2013
- 307 respondents
- Sources: Survey responses were submitted by publishers from Making Connections (Goodreads), Marketing on Amazon (Linkedin), Publishers and Writers of San Diego and the Independent Writers of Southern California.

How many books have you published?

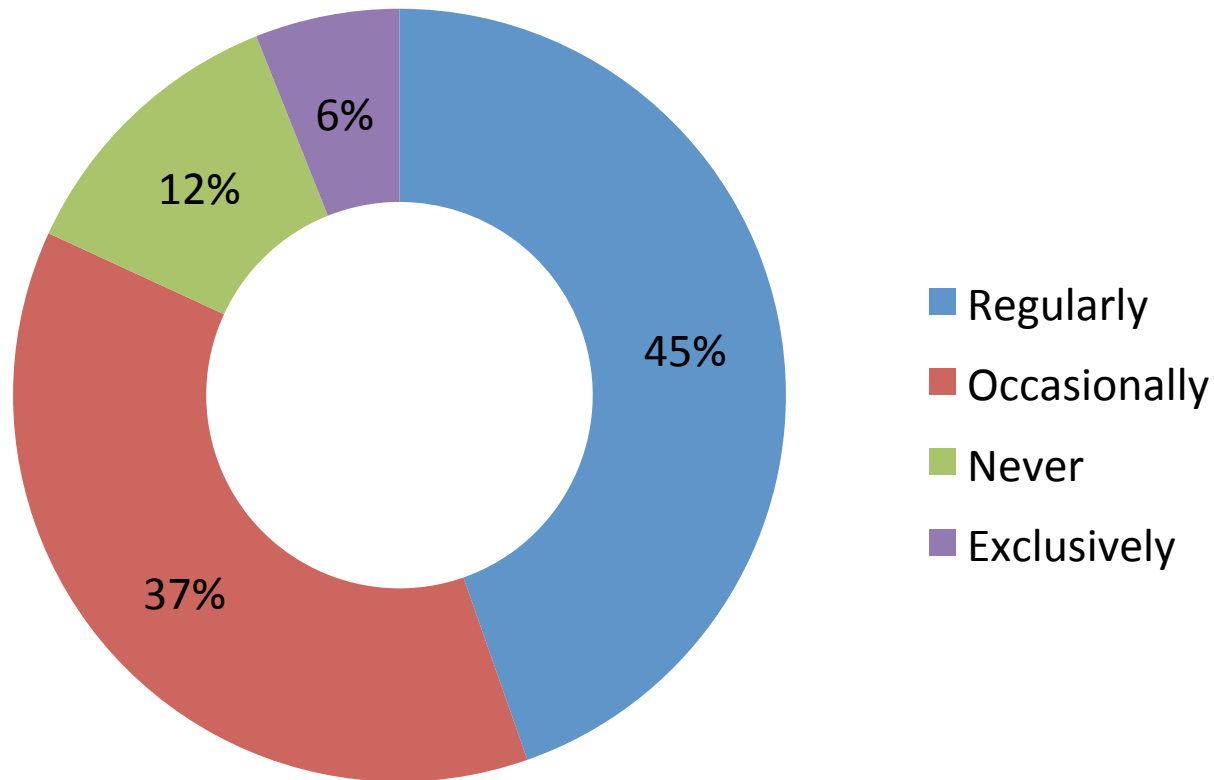


In what genres do you publish?

(Check all that apply)

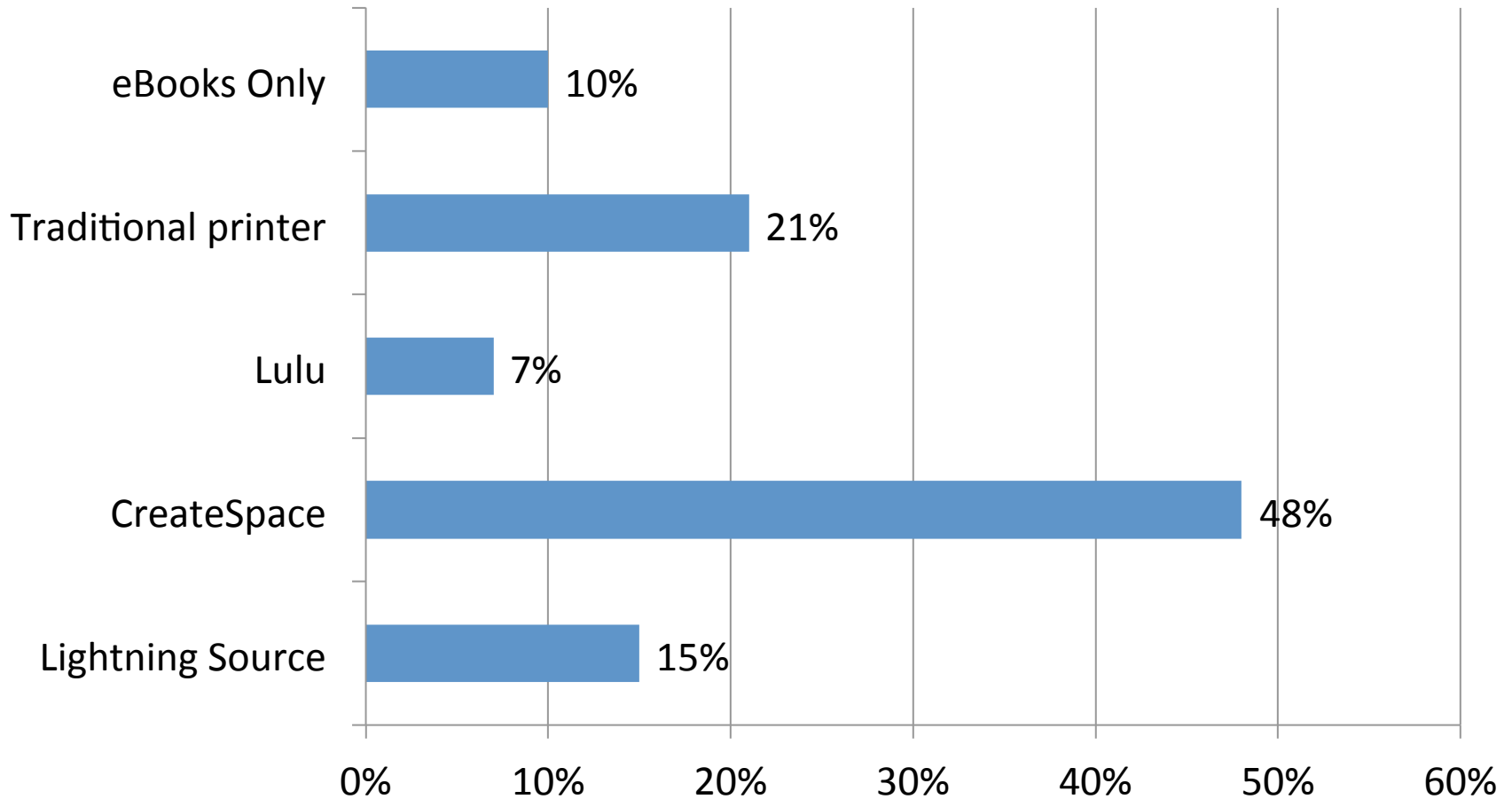


How often do you read eBooks?

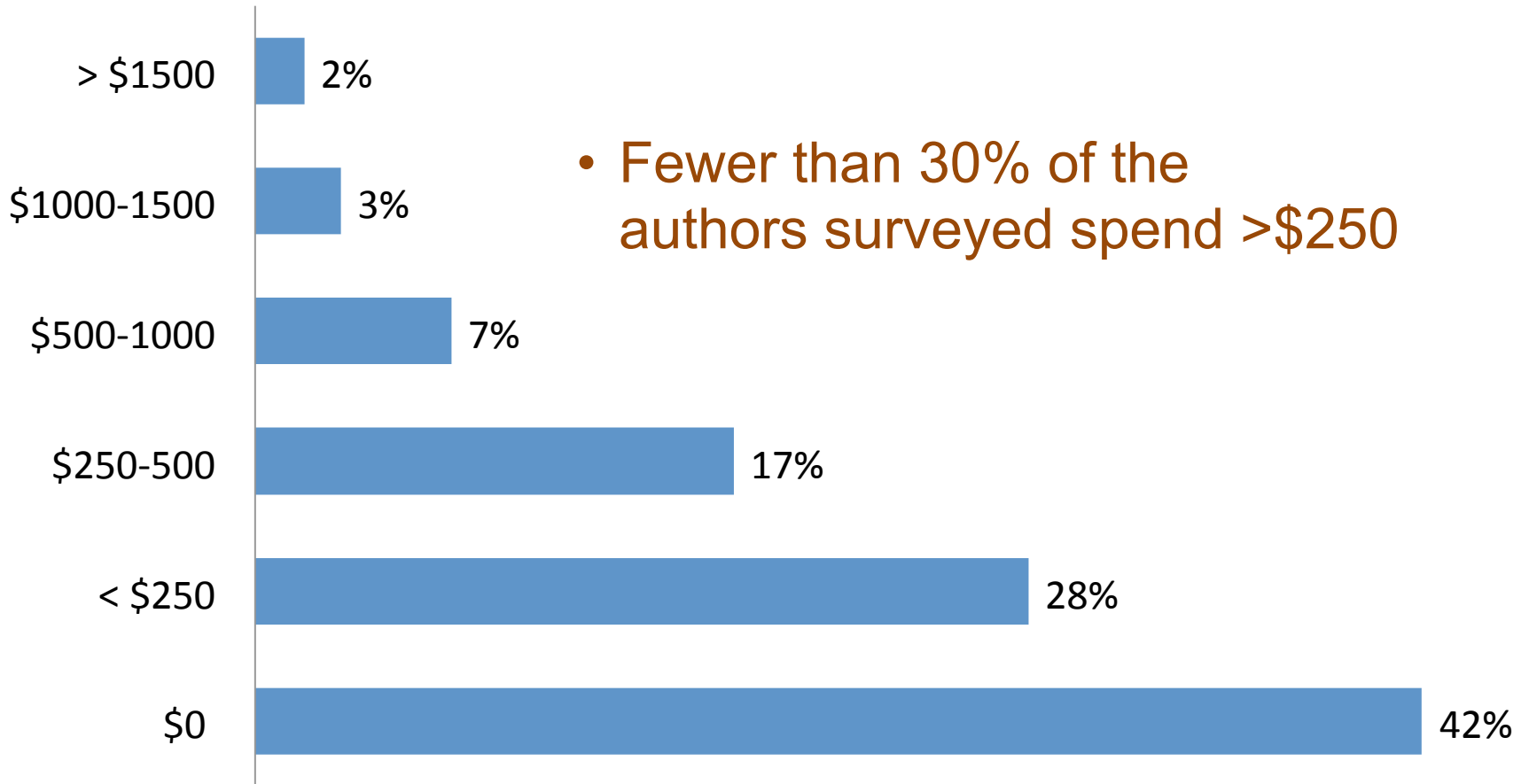


Do you use print-on-demand?

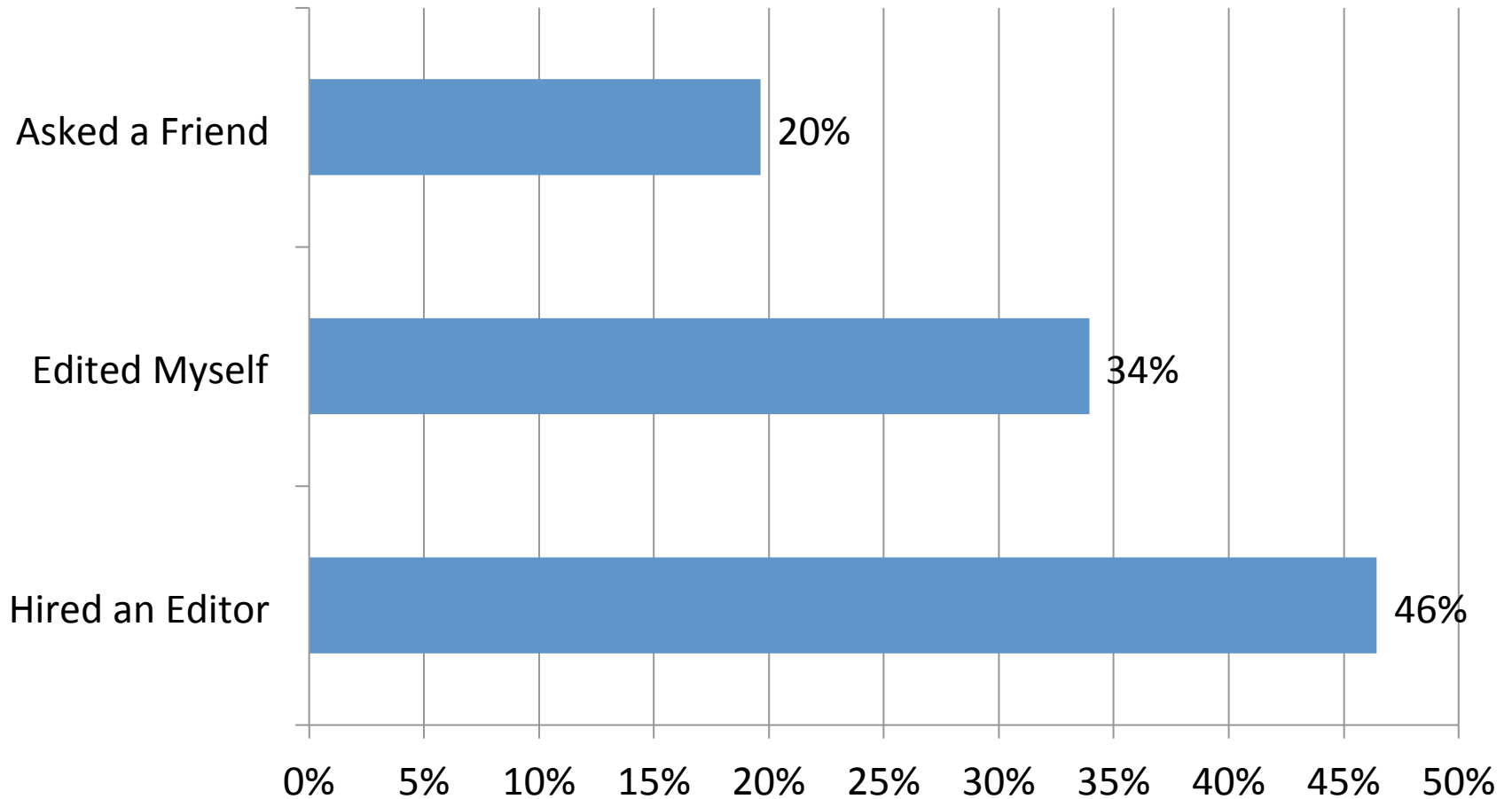
(Check all that apply)



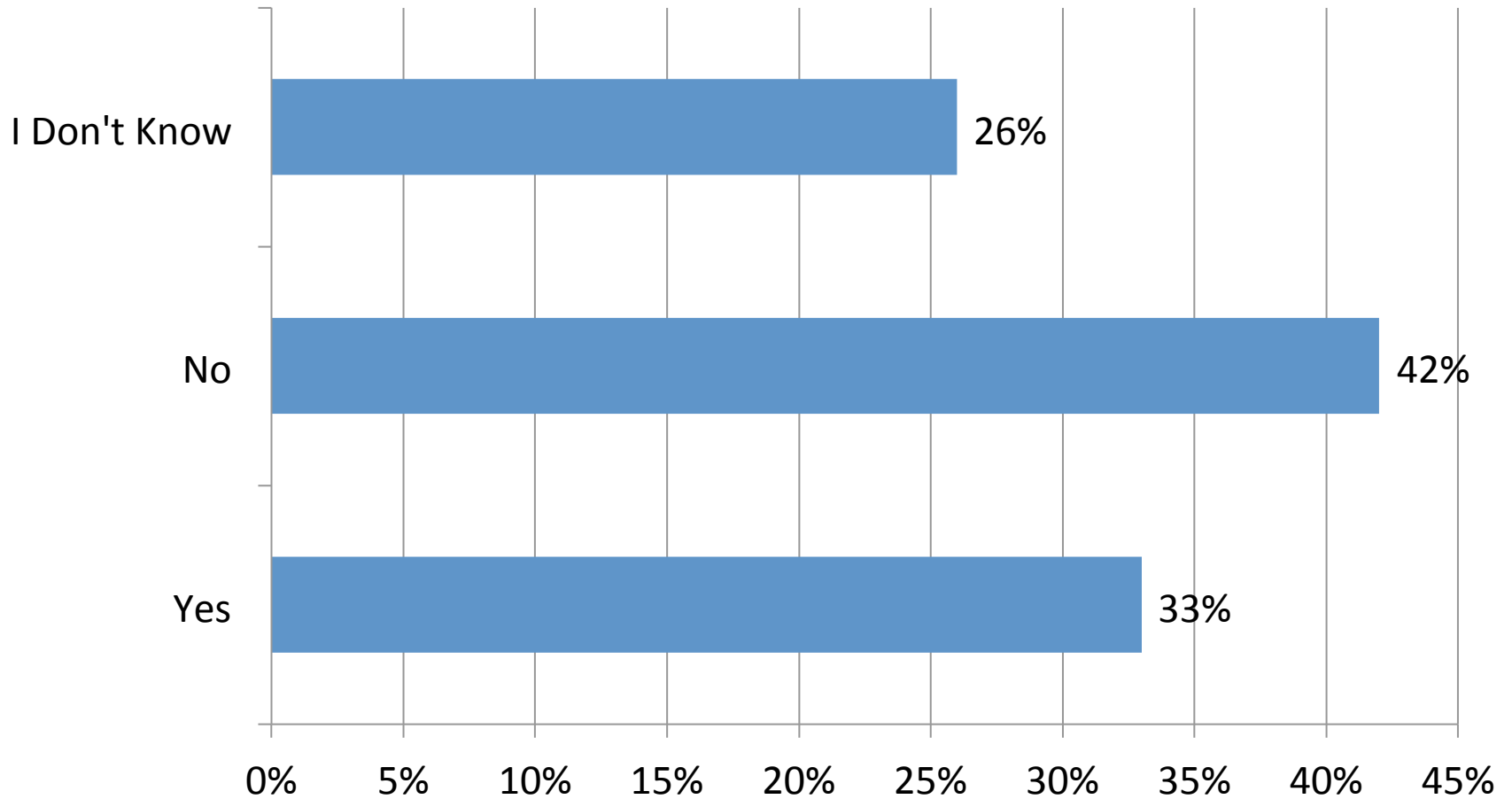
How much did you spend on your book cover?



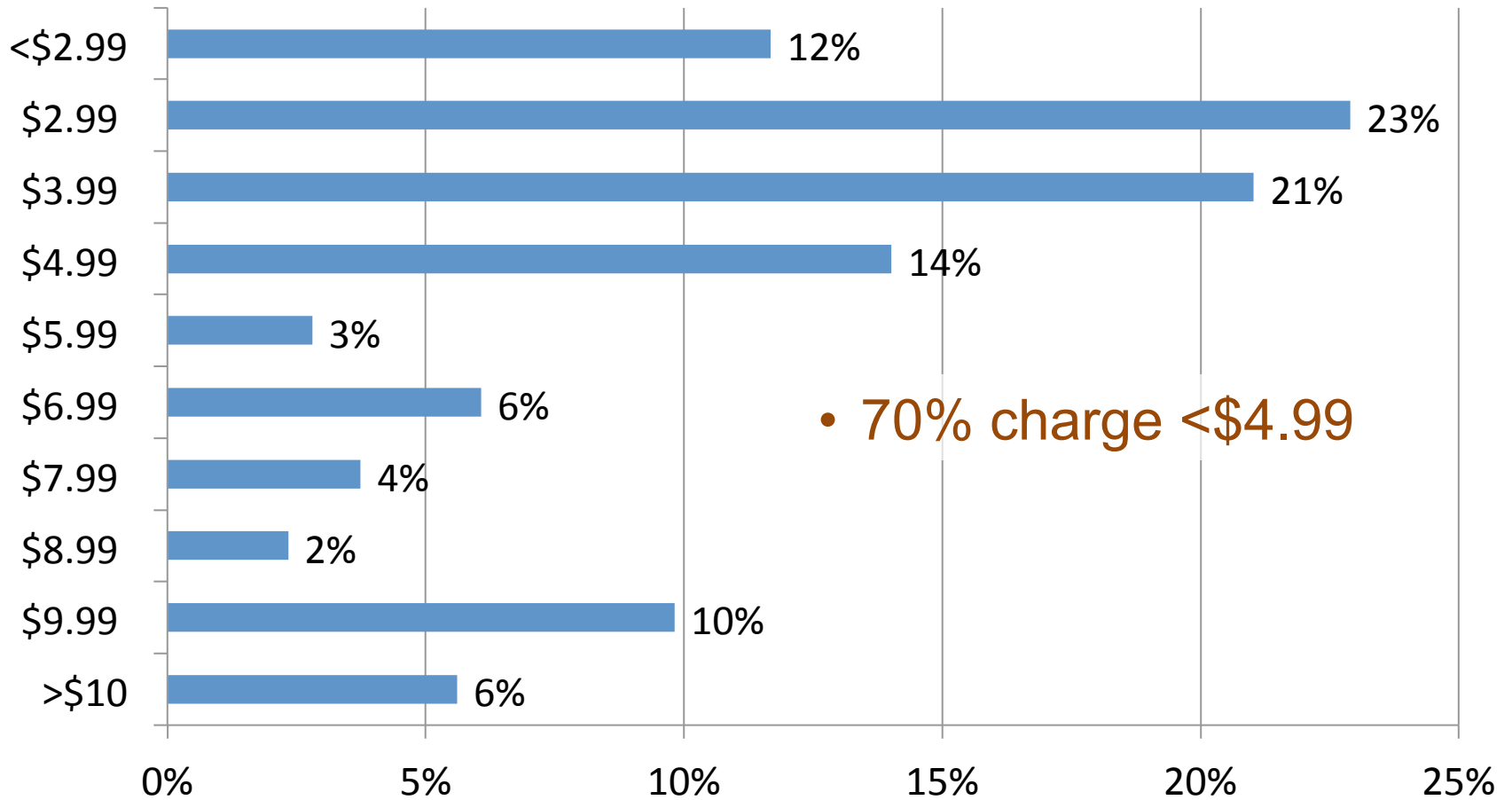
How did you edit your book?



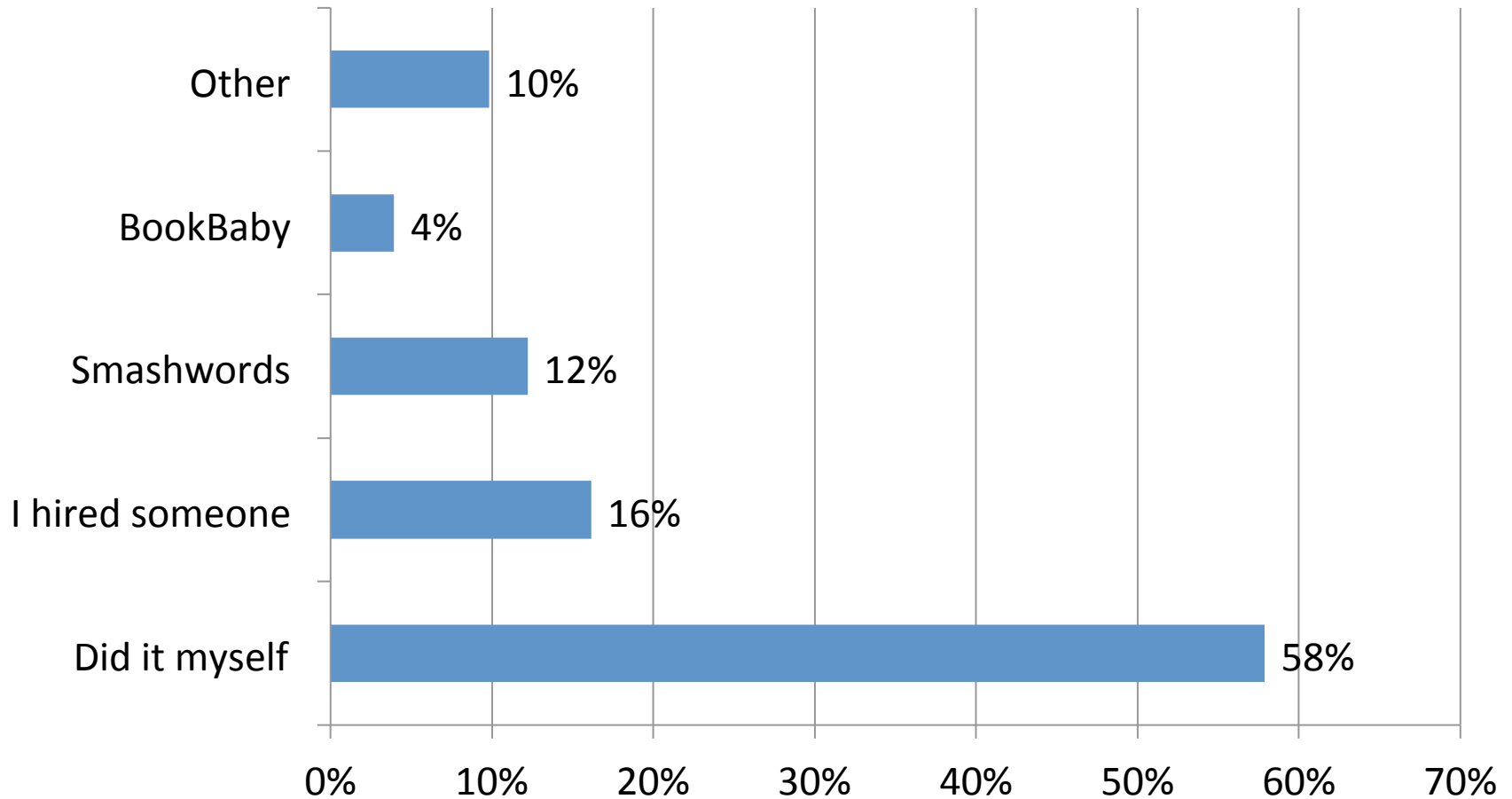
Do you use DRM?



What do you charge?

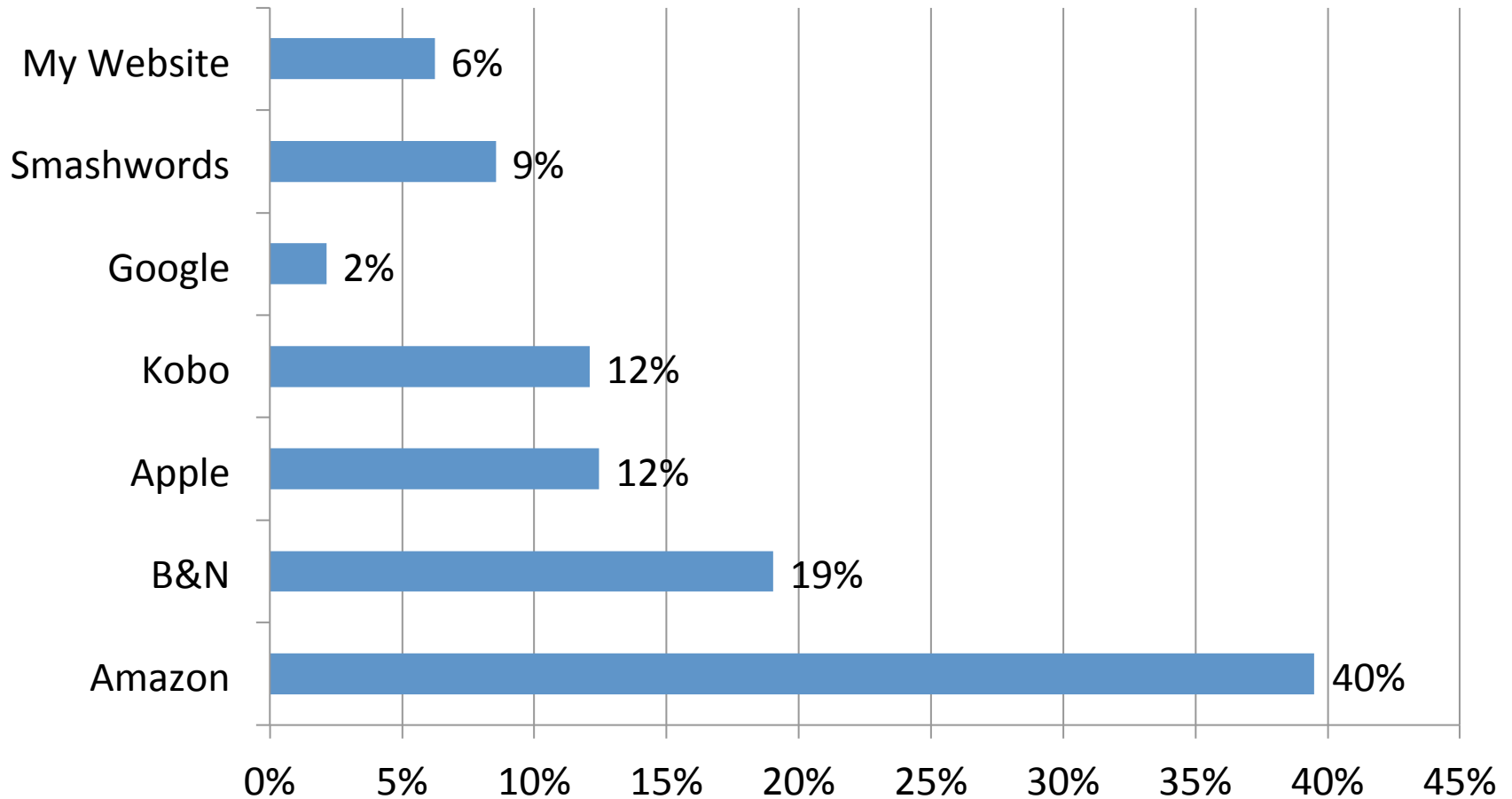


How did you get your eBook into the store(s)?

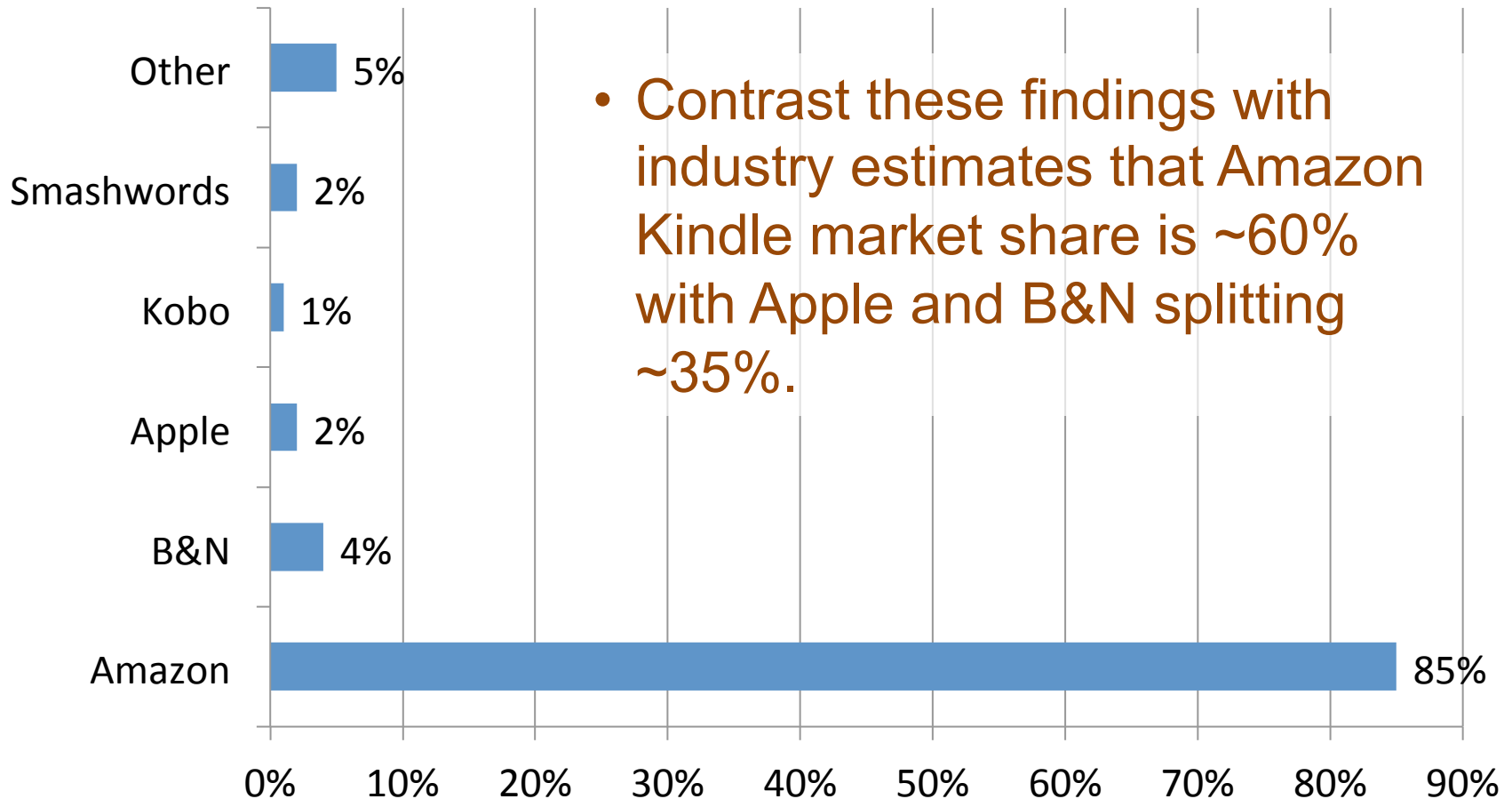


Where is your eBook available?

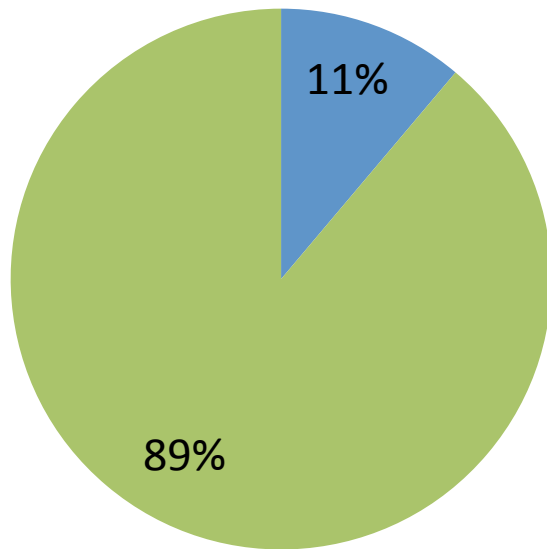
(Check all that apply)



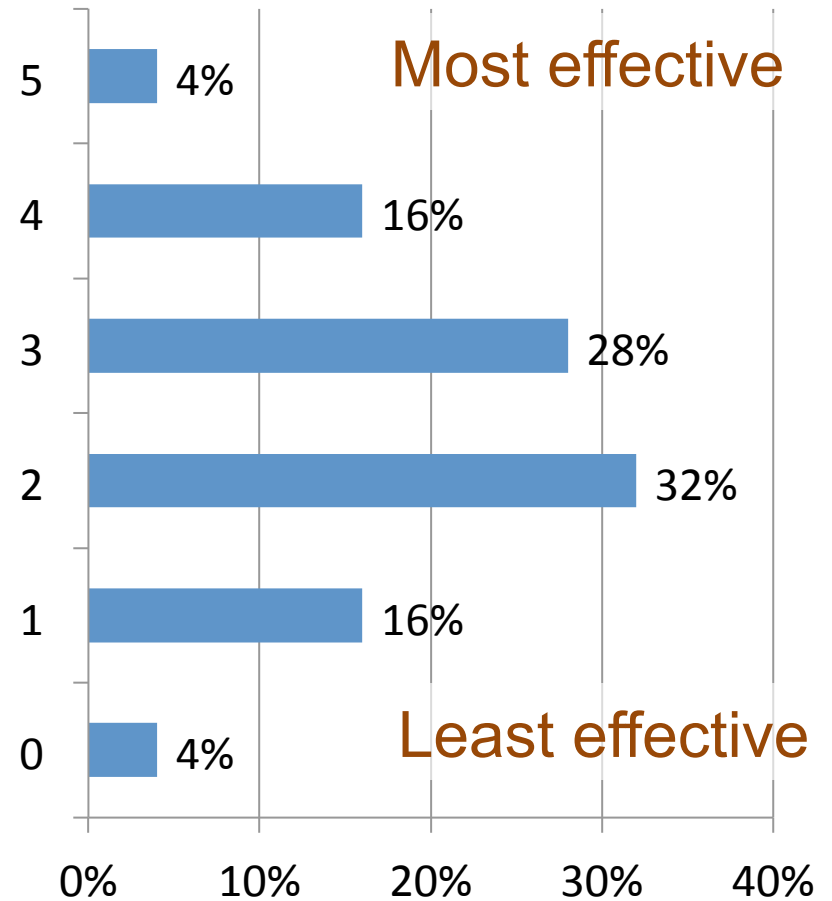
What percent of total sales come from each store?



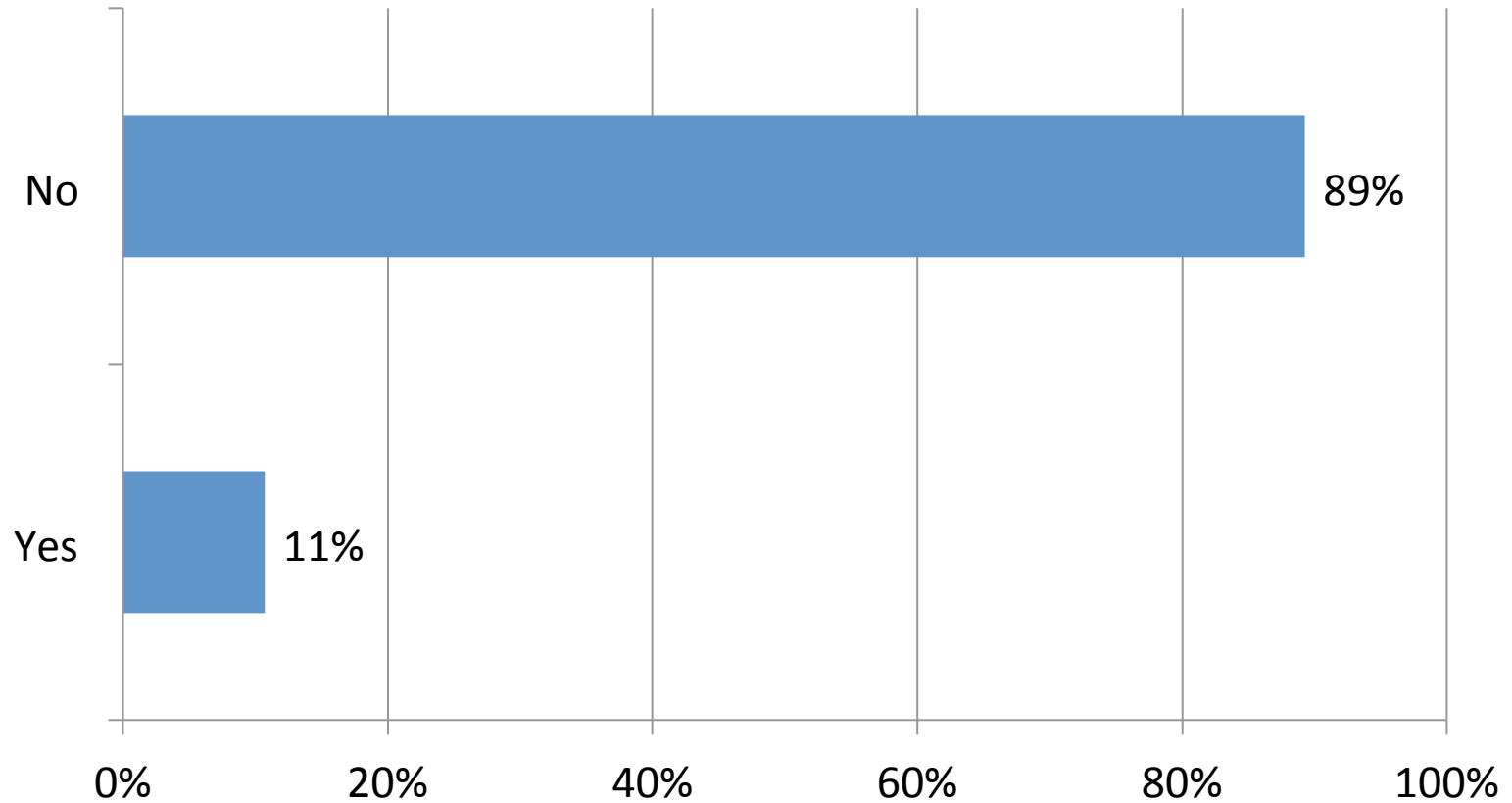
Have you used publicists? Were they effective?



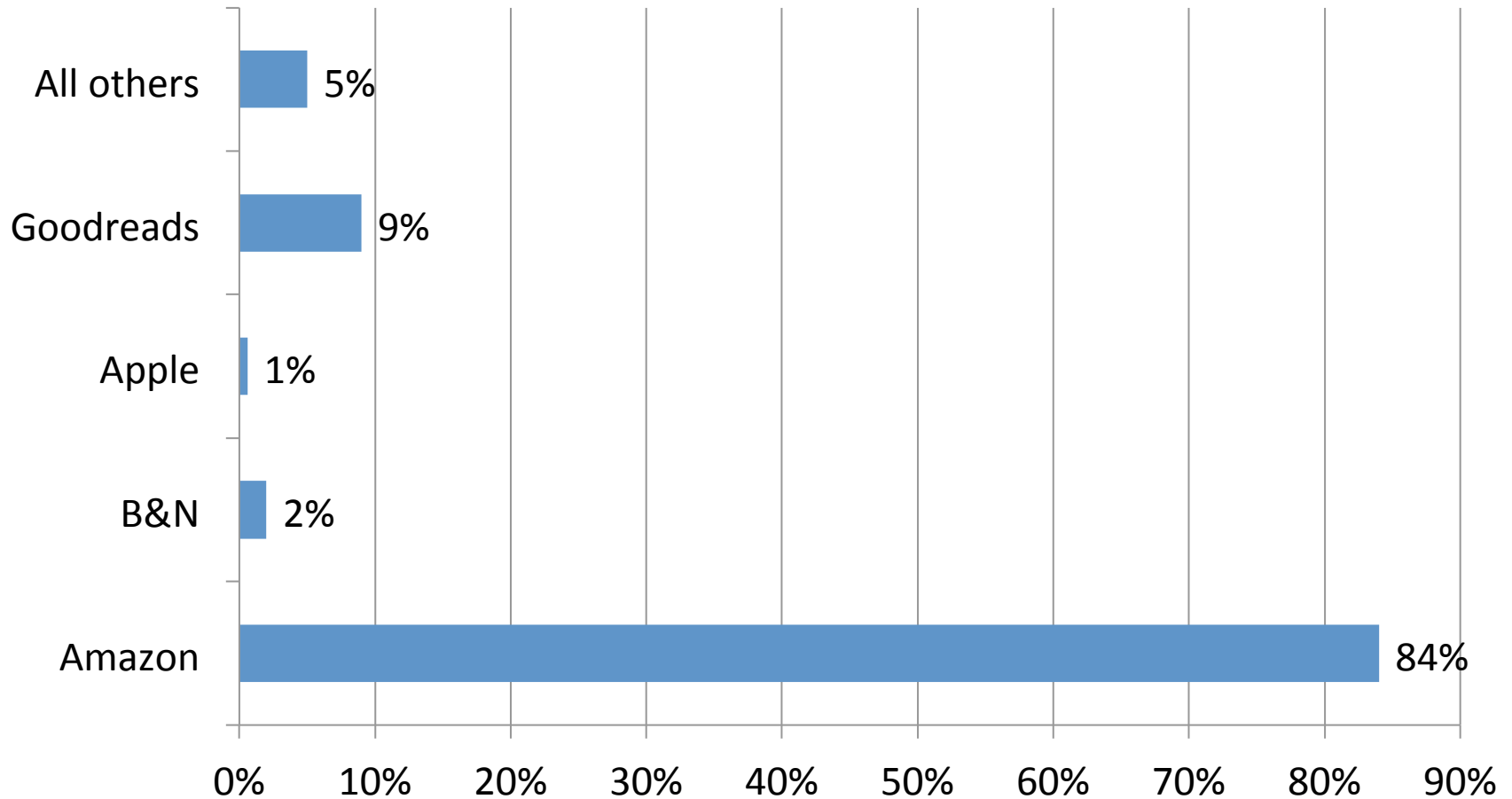
- Hired a Publicist
- Did Not Hire



Have you paid for book reviews?

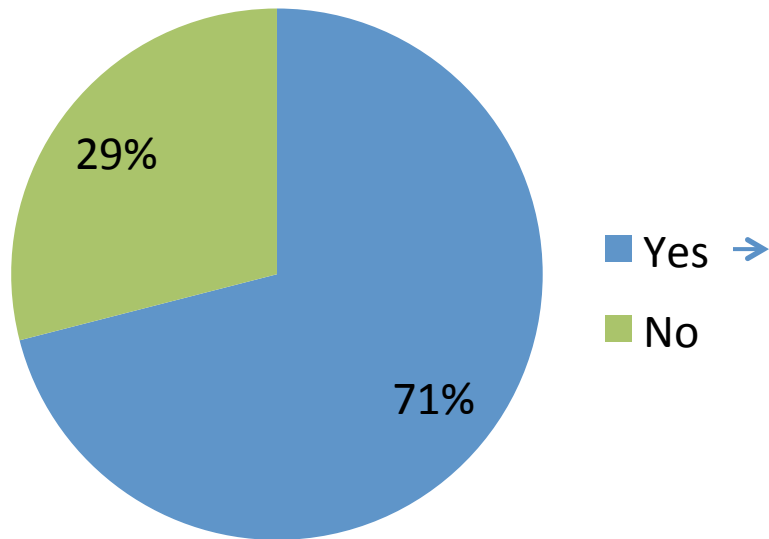


Where do you have the most reviews?

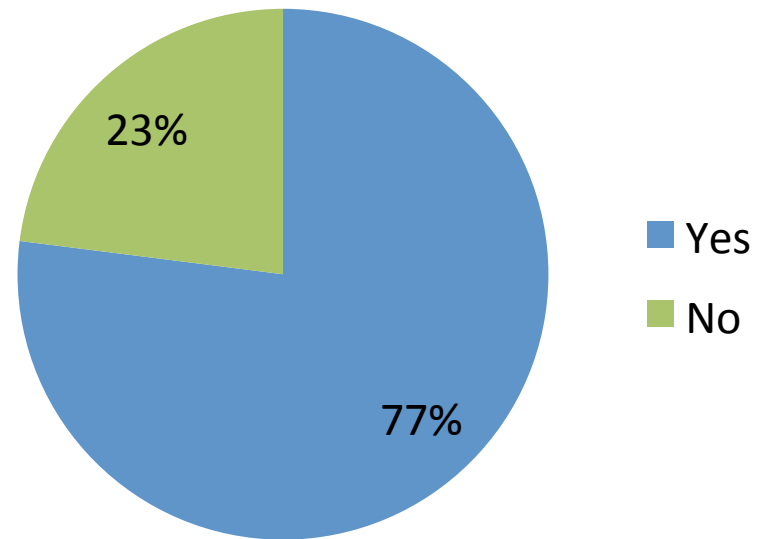


Do you use KDP Select?

Signed up?

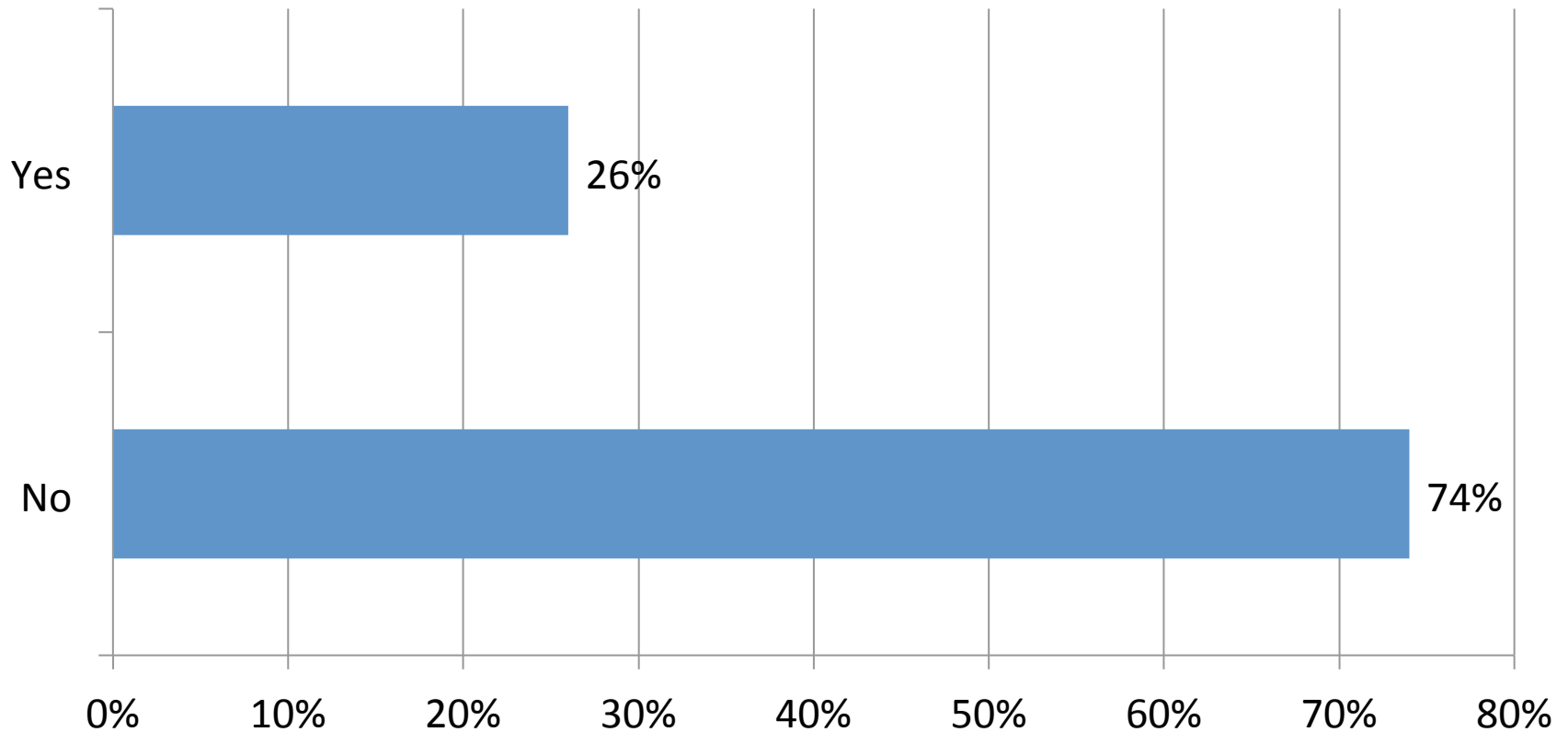


Used promo days?



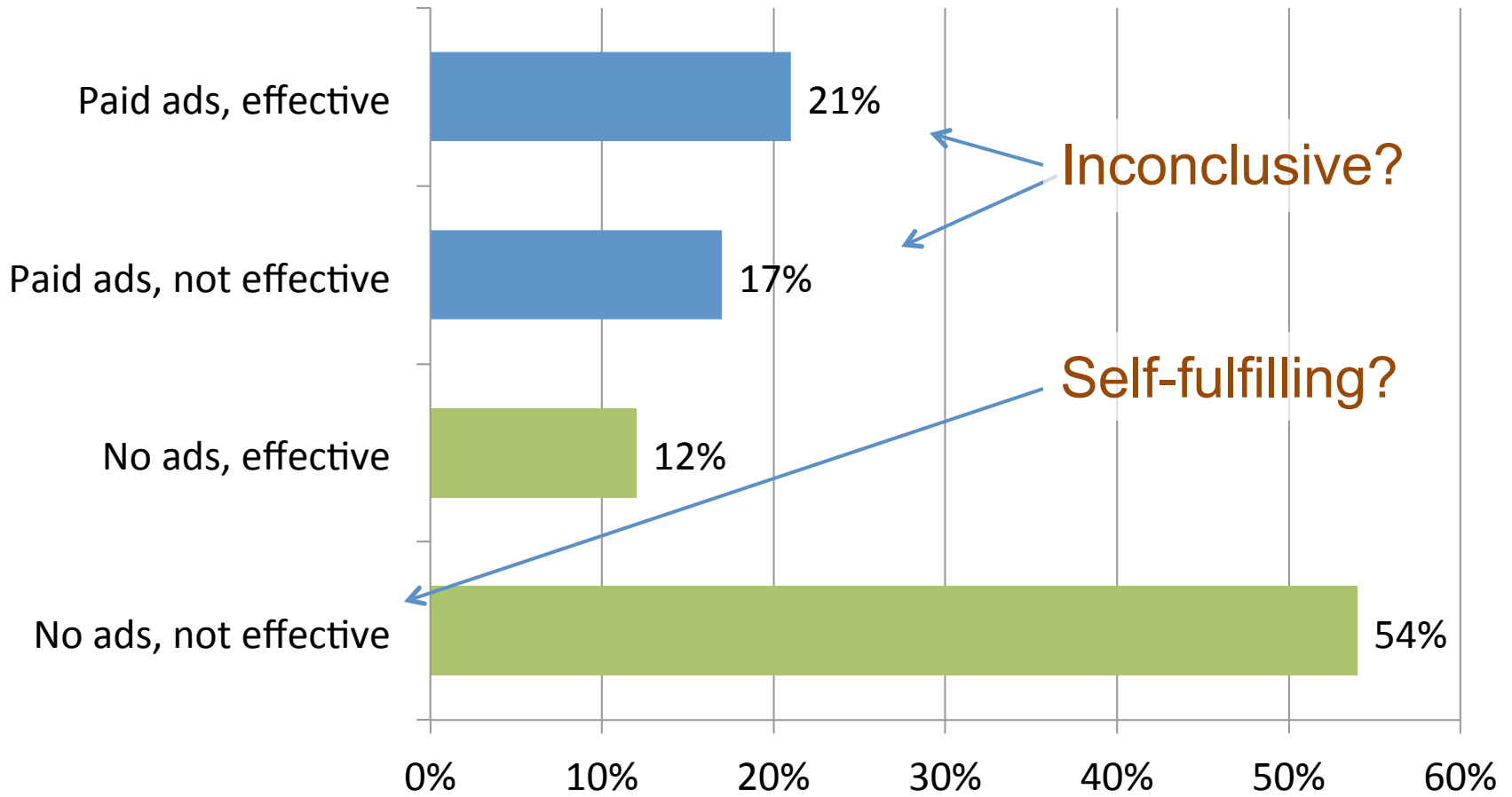
Did you spend money to advertise your free days?

(Bought advertising)

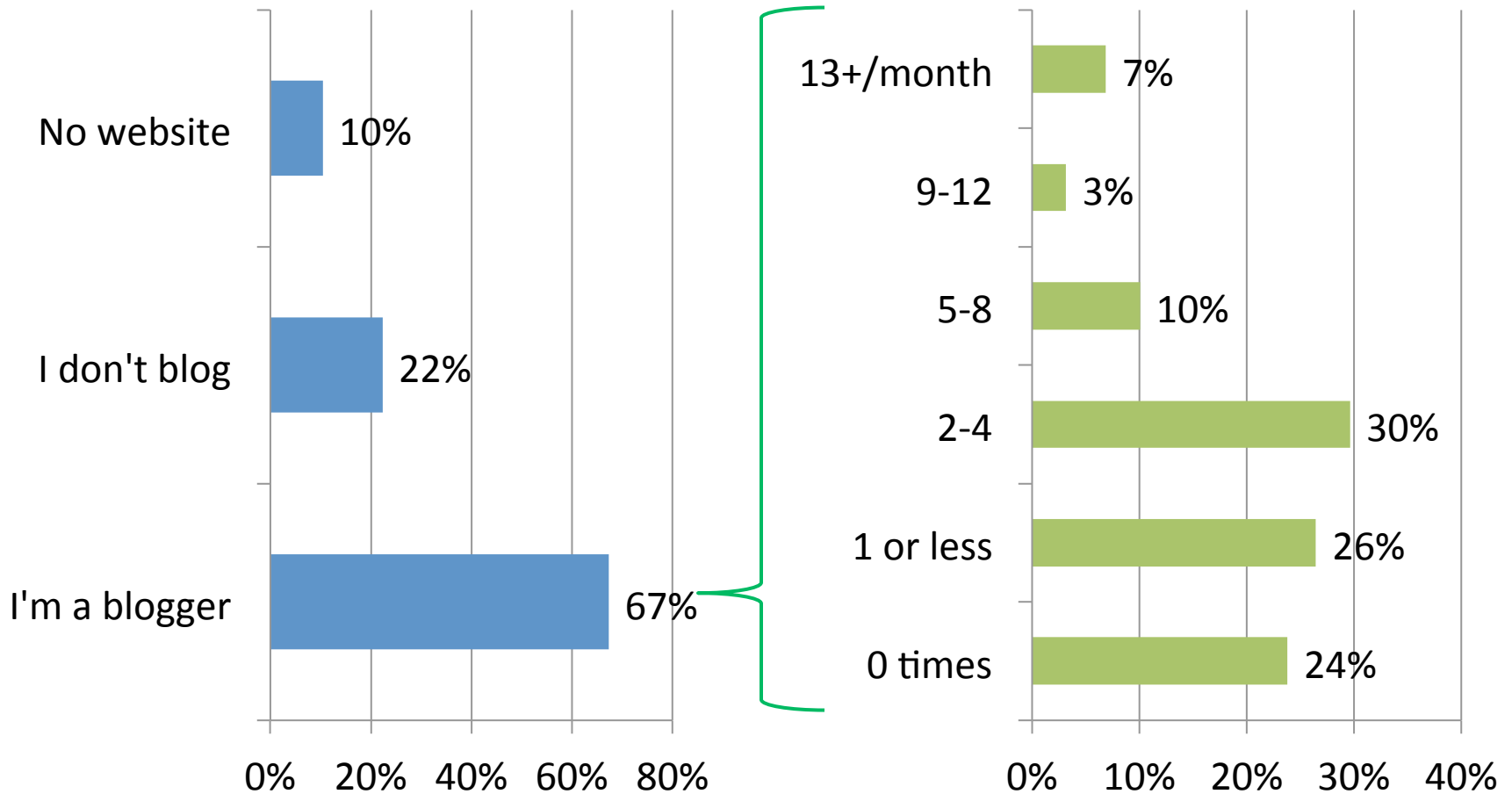


Is KDP Select effective?

I didn't advertise vs. I paid for advertising

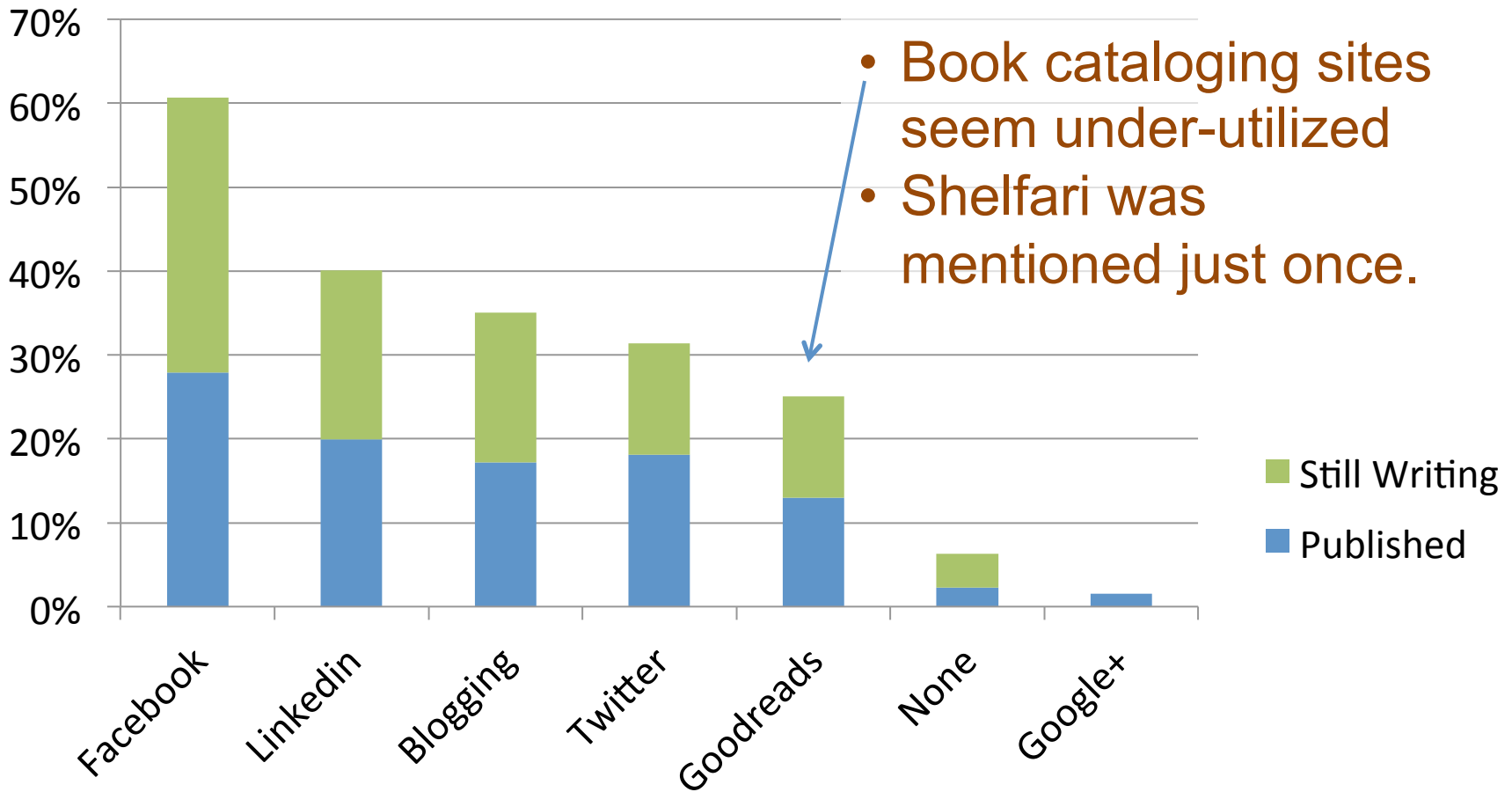


Do you blog? If so, how many times per month?



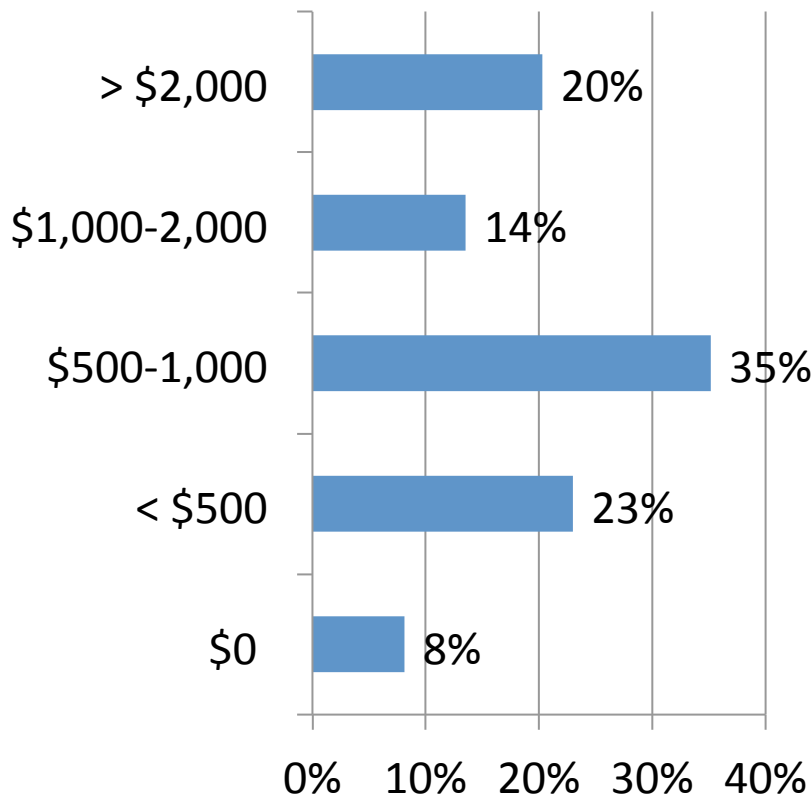
What social networks do you use?

(Check all that apply)

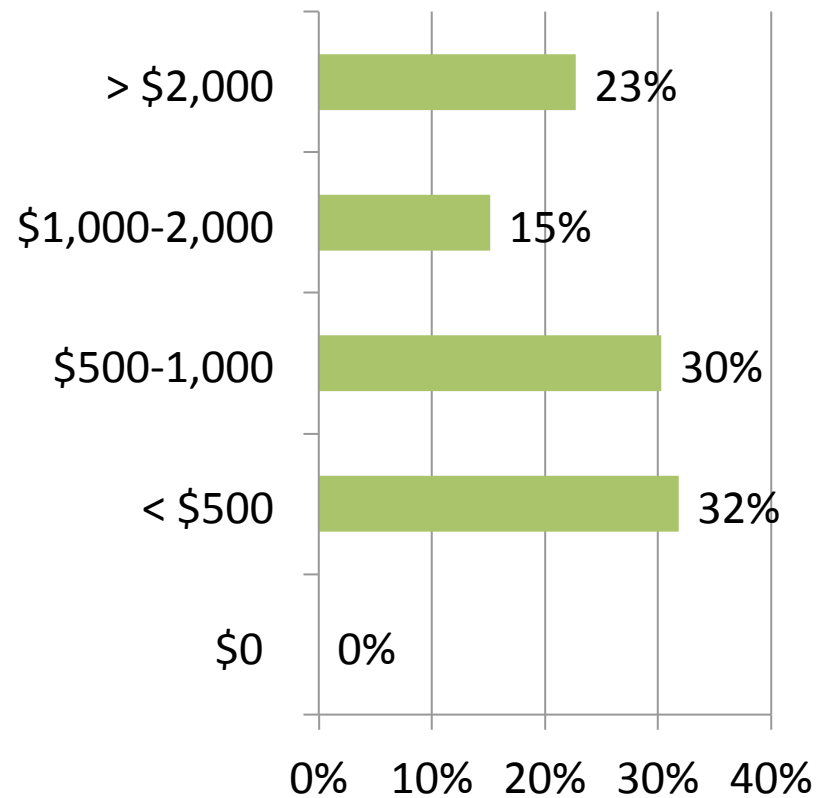


What is the budget for your next book?

Production Budget



Marketing Budget



About KindleBookReview

KindleBookReview enables authors to boost sales and improve their visibility in the market by providing book reviews. Our creative input gathering and scheduling service to respective buyers, combined with a strong North American and global-wide, crowdsourced workforce is breaking down the traditional barriers of cost, volume, and reach in seeking book reviews.

www.kindlebookreview.net



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Founded in 2002, Sellbox specializes in helping publishers, businesses and organizations develop and market their content in eBook and print-on-demand formats. We provide eBook strategy consulting, conversion services, CreateSpace POD publishing support and eBook marketing services including distribution to the largest eBookstores.

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