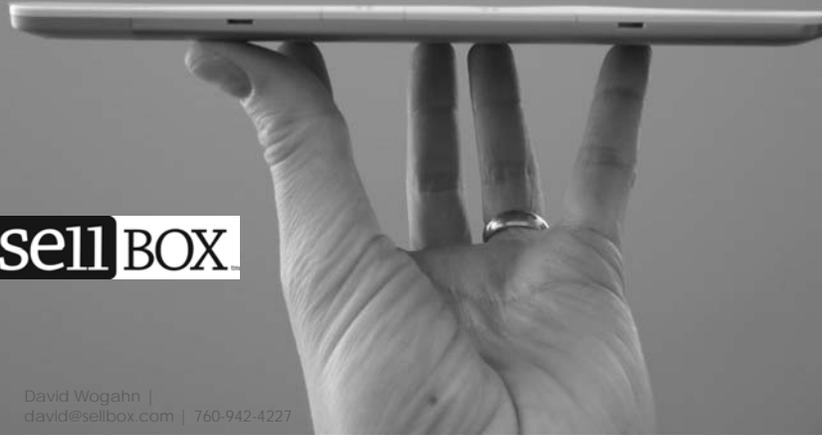


2013 eBook Self-Publisher Survey Results



David Wogahn |
david@sellbox.com | 760-942-4227

About the Survey

- Objective: Gather insights from self-publishers, a group under-represented by book industry surveys.
- Conducted between August 30 and 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.

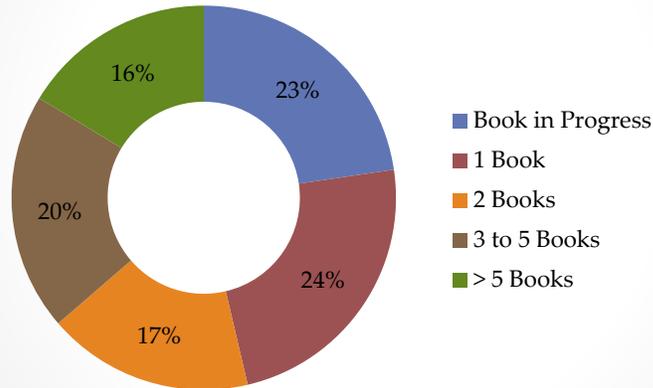
You are free share and quote these results but please credit Sellbox.com.

Cover photo credit: John Blyberg

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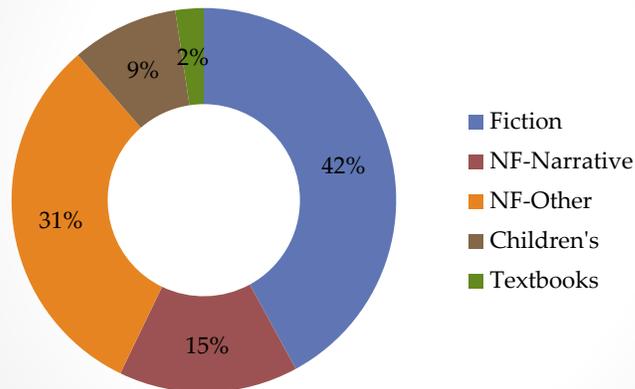
How many books have you published?



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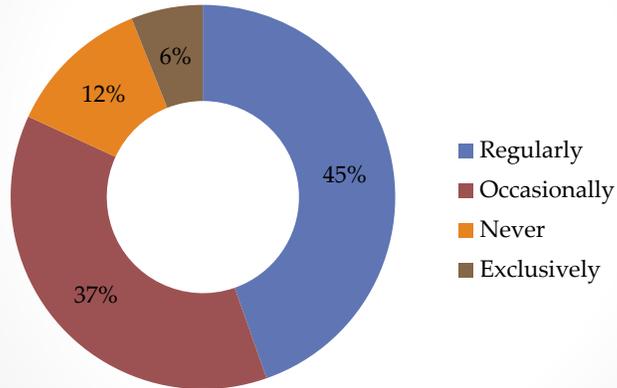
In what genres do you publish? (Check all that apply)



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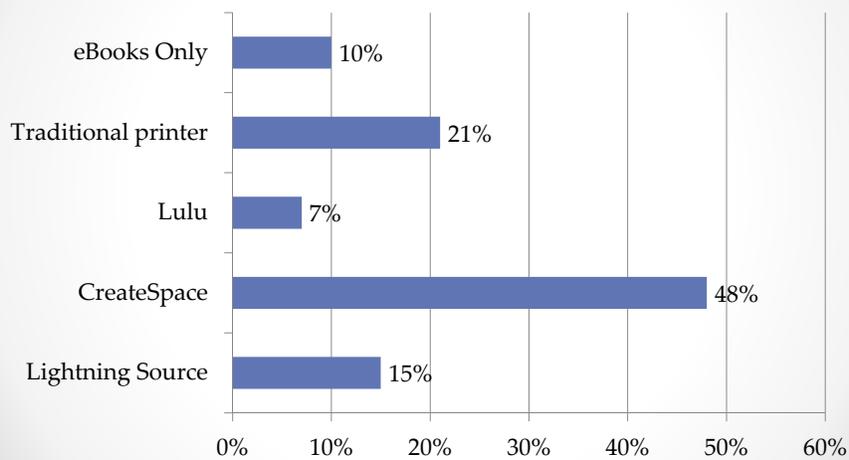
How often do you read eBooks?



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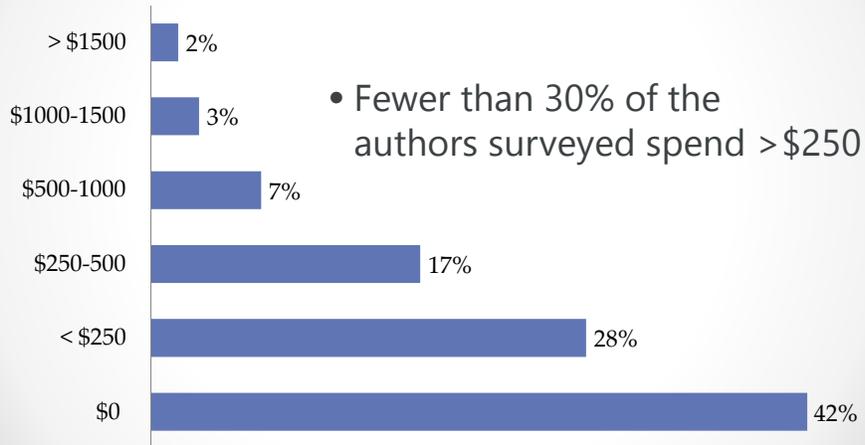
Do you use print-on-demand? (Check all that apply)



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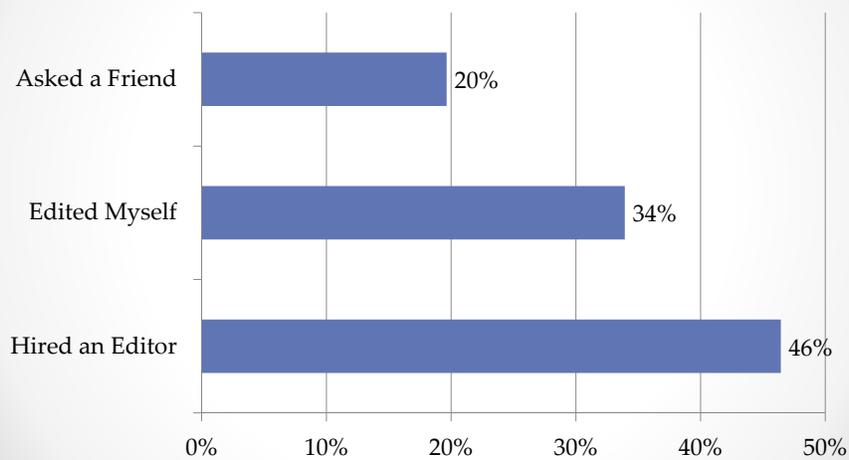
How much did you spend on your book cover?



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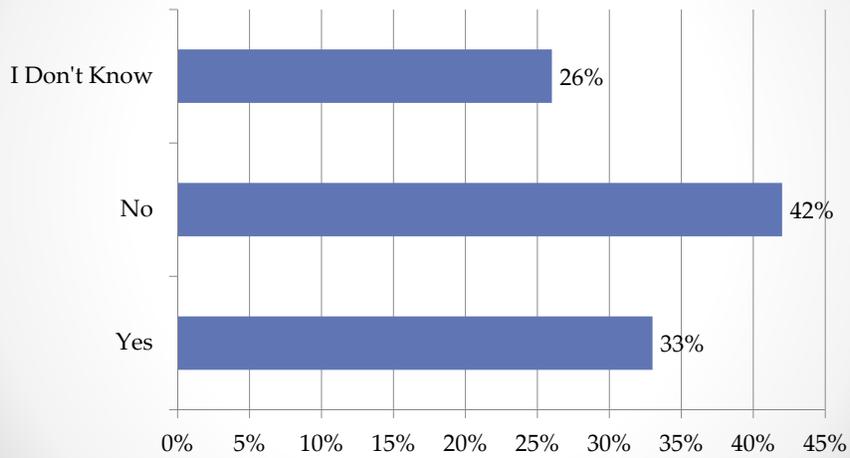
How did you edit your book?



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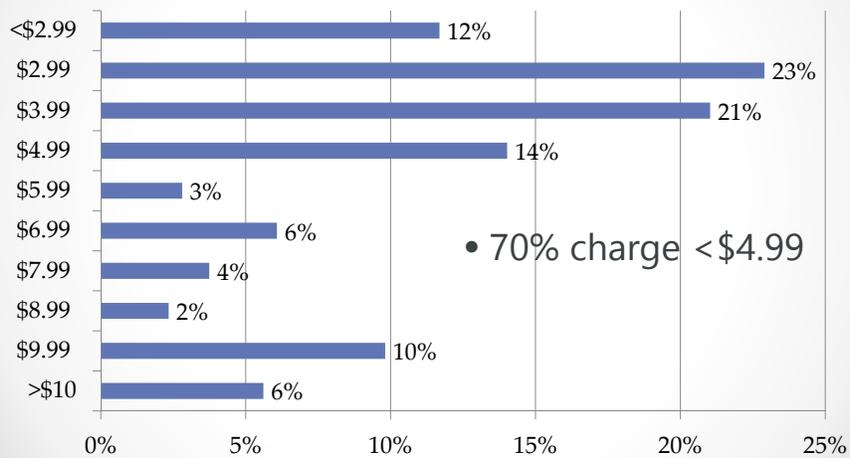
Do you use DRM?



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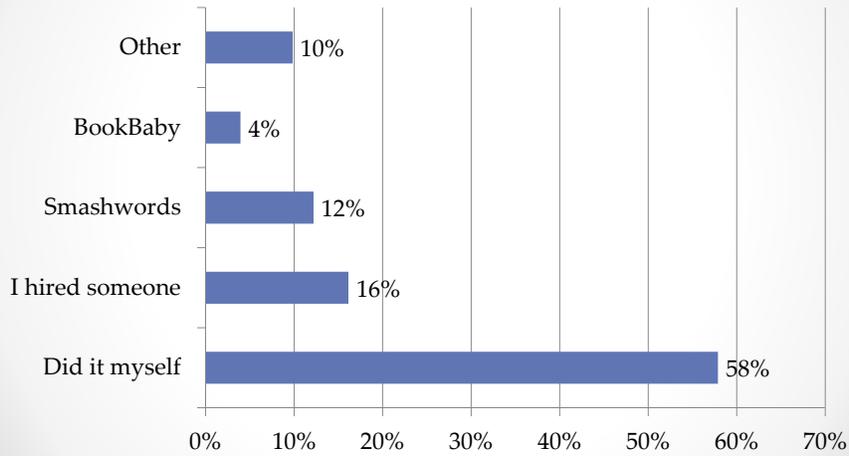
What do you charge?



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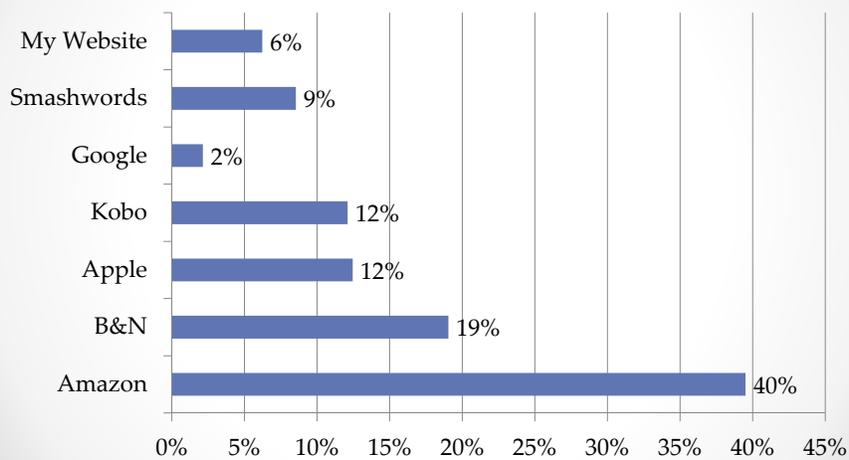
How did you get your eBook into the store(s)?



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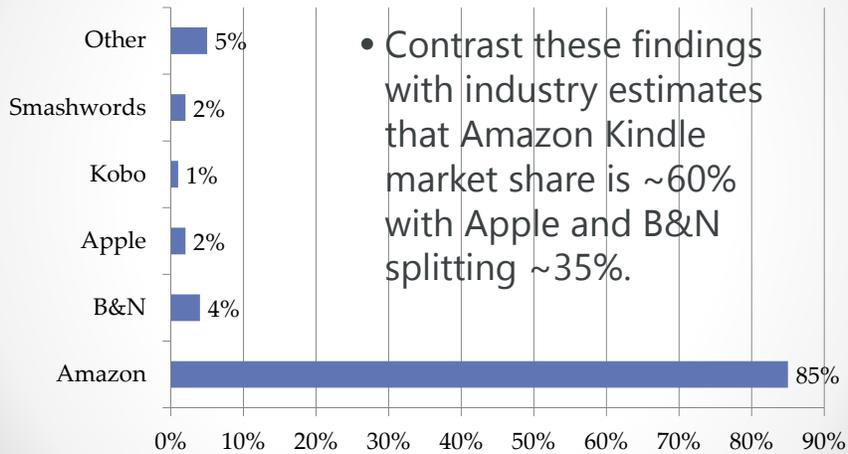
Where is your eBook available? (Check all that apply)



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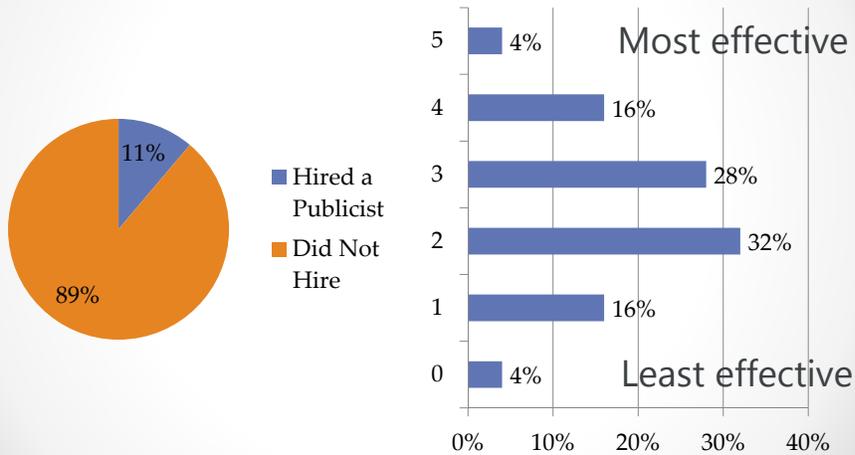
What percent of total sales come from each store?



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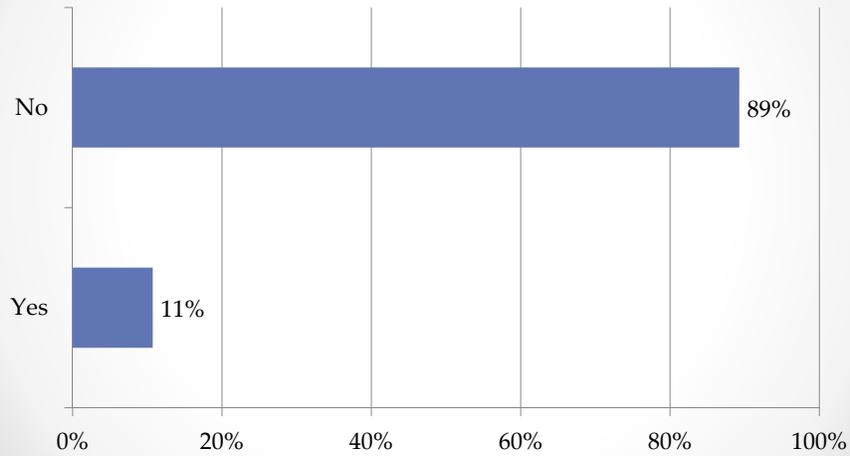
Have you used publicists? Were they effective?



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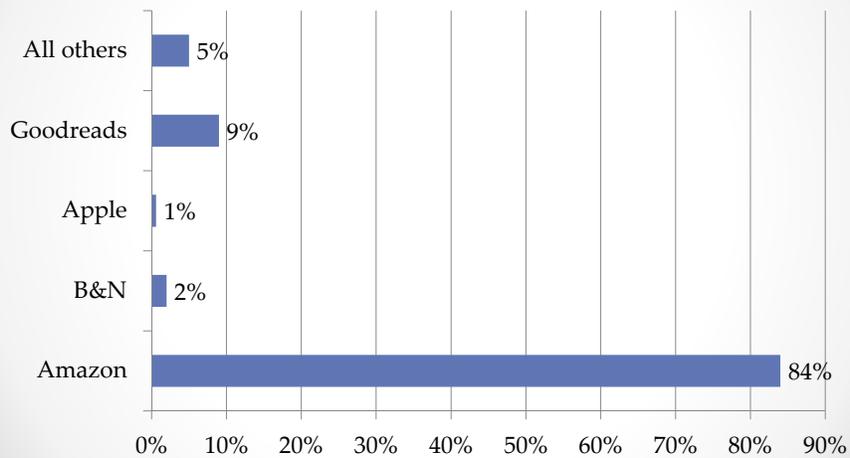
Have you paid for book reviews?



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Where do you have the most reviews?



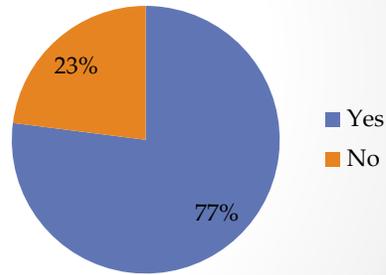
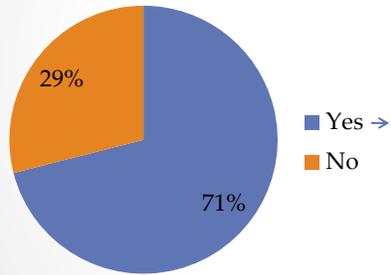
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Do you use KDP Select?

Signed up?

Used promo days?

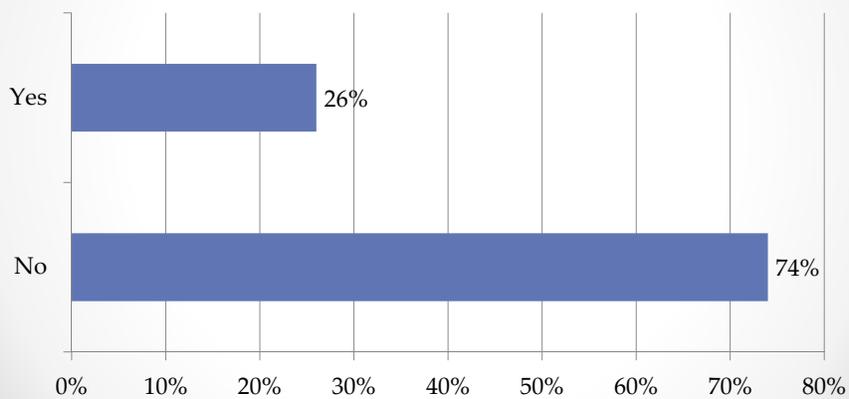


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Did you spend money to advertise your free days?

(Bought advertising)

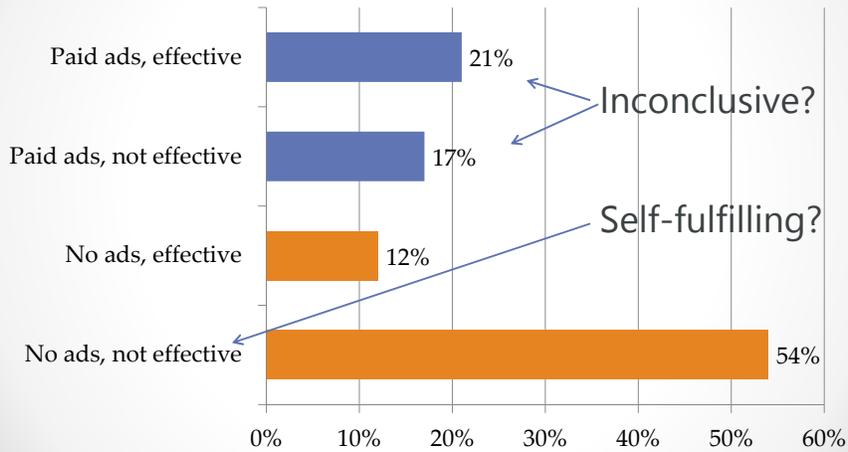


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Is KDP Select effective?

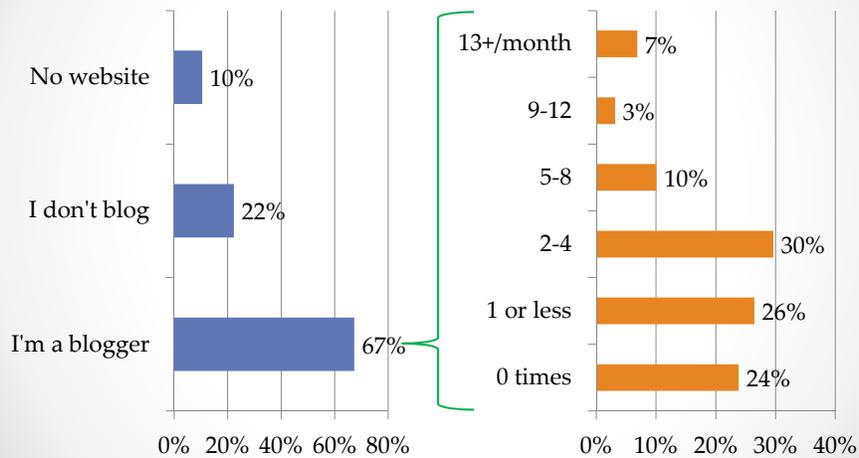
I didn't advertise vs. I paid for advertising



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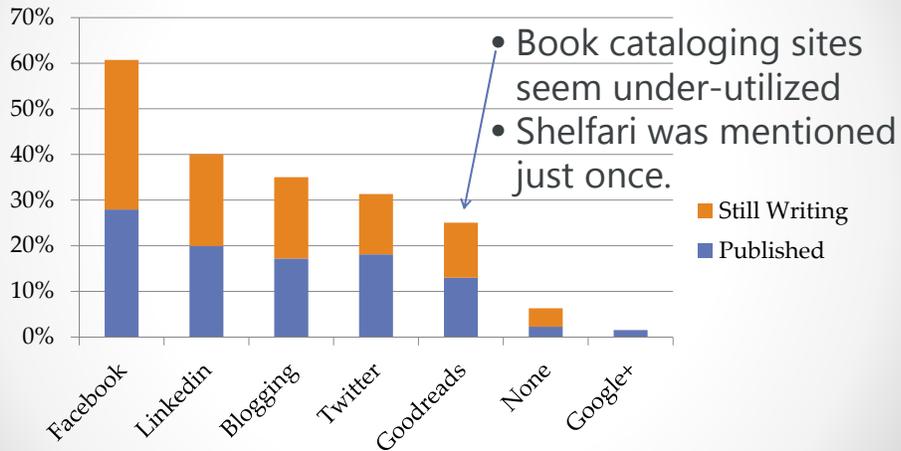
Do you blog? If so, how many times per month?



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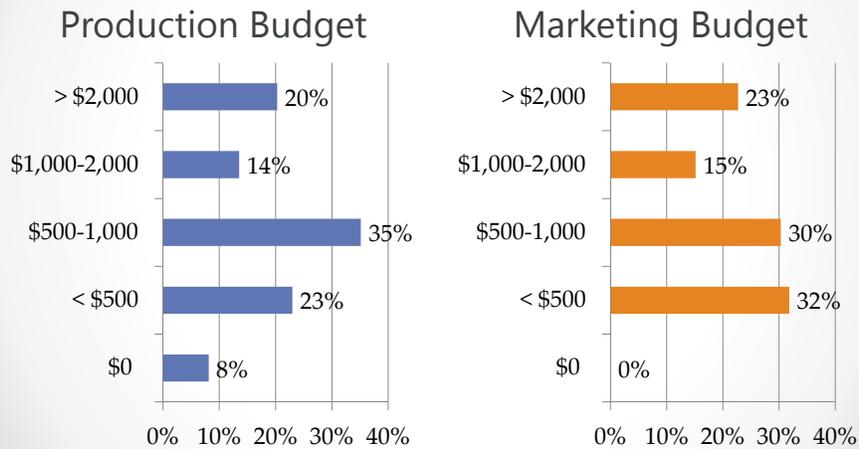
What social networks do you use? (Check all that apply)



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What is the budget for your next book?



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Receive more than 300 responses to:

- What other marketing helped you sell more books?
- Was self-publishing easier or harder than you thought? What would you do differently next time?

It's free:

www.sellbox.com/results

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About Sellbox.com

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.

David Wogahn
david@sellbox.com

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2013 eBook Self-Publisher Survey Results Narrative Comments

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Introduction

The last two questions of the 2013 survey asked respondents:

- 35. What other types of marketing, marketing tools, or marketing services have helped you sell more eBooks?
- 36. Is self-publishing easier or harder than you imagined? What would you do differently?

I am pleased to share that we had 240 insightful comments that I feel can help any publisher improve their efforts, or at least make them a little wiser.

But often in publishing what works for one publisher, or one type of book, doesn't work for another publisher or book. So to help you "find yourself" in these comments I've sorted and organized them into the categories noted in the table of contents.

That said, I found all the comments interesting and respondents were generous in sharing specific resources that even I haven't heard of. Its worth taking an hour—with highlighter in hand—and reading through all the notes and then doing a search on websites or services that sound interesting.

As always, the path you take depends greatly on your budget, available time and experience level. But, if I was to share the recurring themes from the next 19 pages those would be:

There is no magic formula; marketing is always harder than production and it pays to start early.

Good luck with your publishing career and thanks again to all those who participated. Be sure to sign up to our mailing list to be informed of the next survey.

David Wogahn

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Question 35: What other types of marketing, marketing tools, or marketing services have helped you sell more eBooks?

1 Book Publisher, Fiction

1. Book Blogs
2. Goodreads giveaway
3. Interviews on blogs, reviews on blogs, paid ads on WorldLiteraryCafe.com and DigitalBookToday.com, Joanne Vandermuellen, and Facebook ads
4. Interviews, radio
5. I've done giveaways but don't know if they increased sales
6. Libboo.com and NetGalley.com
7. My book was picked up by Pixel of Ink. This helped a great deal.
8. Participating in book discussion groups; writing articles.
9. Websites and their associated e-mail/Facebook/Twitter that promote discount/on-sale books have had the best success to date. Each time required lowering the price to \$0.99 or free but drove sales/downloads each time; enough to place Known Afterlife in the top 100 in several sub-categories. These services ranged from free to \$50, the most successful provided a Cost per Action model (commission based).
10. Went on a paid blog tour. scored a cover story about my book on Huffington Post, got a segment on Fox News about my book as well

1 Book Publisher, Non-Fiction

1. Book launch party, submitting articles to e-zines and journals in my niche; personal network being asked to push to their social networks; free speaking gigs
2. I did some radio interviews
3. I have an email newsletter with some 700+ on the list.
4. I have handouts at my events that include my eBook info. It is also on my business card.
5. I published both print and e versions simultaneously. Hired a nationally known PR/marketer to contact reviewers, bloggers, buyers, radio, magazines.
6. I sell to my clients and at the workshops I hold.
7. Intermittent e-blast emails to my database. I also think it will have helped that I won a Gold Medal in Dan Poynter's 2013 Global EBook Awards; results were announced less than a month ago, so it's too soon to say for sure.
8. My local publishing association
9. Public speaking and article writing
10. Speaking at seminars
11. Speaking, buying exhibitor tables, networking, consulting

12. Used web 2.0 technology and special contests and promotions. Also tied the book to a workshop series.
13. When I speak, and people buy my book, I offer a few ebook download along with the paperback as an incentive

1 Book Publisher, Children

1. Providing ARCs to circles of influence in my profession, i.e. adoption agencies, social workers, therapists, attorneys, bloggers, Dept. Heads at universities
2. Having a website

2 Book Publisher, Fiction

1. ACX.com (Amazon's audio book service) and Fiverr.com
2. Being part of a critique circle. Blog tours, commenting on blogs, participating in LinkedIn groups
3. Got a short story published on a moderately high-traffic blog.
4. I enter writing contests. If I win something I use social networks to publicize it.
5. I plan on using Bookbub and KDP Select
6. Mail postcards, work with libraries and book clubs, giveaway bookmarks and pens.
7. Meetup.com to locate meetings. Then I contact local book clubs to offer an author guest appearance and read the book. They are small venues but seem to have a positive ripple effect
8. Readings at bookstores in cities I visit.
9. Targeted email list to university professors
10. Website, book awards
11. Word of mouth. Have a database of people interested in hearing from me. I emailed them every few months when I have an update.

2 Book Publisher, Non-Fiction

1. Emails to list, joint ventures, speaking
2. Most of my success in marketing my books (my "With A Purpose" Series), came in the years where I traveled "Small Town America" to speak to sales organizations providing sales and sales management training long before the internet was omnipresent. I quit that to write, and found out that to sell books I have to do what I've always done. As of this date, I'm not so sure I want to work that hard!
3. My book is also sold in soft cover, so the literary PR agency I use, and my own PR efforts on the books' behalf, have combined to help sell books. The PR people uploaded the release to BusinessWire and did a national campaign. I promote the book heavily on my own website, as well as Facebook and Twitter.
4. My monthly e-newsletter.

5. My website and word of mouth.
6. Word of mouth
7. Presentations and radio interviews
8. Selecting the right keywords (SEO for my book)
9. Uploading listings for free KDP days on different sites
10. YouTube, Trailers, Teasers, Webinars, Seminars/Workshops (Live)

2 Book Publisher, Children

1. Book trailer on YouTube
2. Contacting professional groups, friends, colleagues via email, Facebook and Twitter
3. Interviewed by Tribune locally; speaking engagements at church; selling to friends and relatives in other states who have passed the word on. Obtained authorization to sell to interested owners of franchises across USA in stores that have mutual interest in the book's message (i.e.: children's storybook about a bird. Have approval from CEO of company to list my book to their franchise owners after they reviewed my book)

3+ Book Publisher, Fiction

1. A PR Team on Facebook.
2. Advertising in EreaderNewsToday.com
3. Blog tours seem to be very effective.
4. Book reviews and advertising on ereader sites
5. Email marketing
6. Ereader News Today, advertising on Goodreads. Clubbing with other authors to offer our books free or on sale at the same time and then advertising the joint sale/promotion. Every new review I get usually results in at least one sale.
7. EreaderNewsToday.com book of the day was the most successful tool I've found that boosts sales. Book tours also help get visibility - but it's a lot more work than the payoff seems to indicate.
8. Fiverr for press release distribution
9. Goodreads.com groups, newsletter
10. Google advertising.
11. Guest Posts; individual contest/giveaway, co-op group contests/giveaways; email list for newsletter; website
12. I create marketing cards - business cards with my cover and information on them - and distribute them at libraries and book stores, and wherever I see people using eBook readers.
13. I said I didn't use press releases to support an ebook release, but I have used them for other activities. I don't put my own books into The Book Awards (because I run them) but I do advise others to do so and publicize their nomination and if they win.

14. I tried a press release through Piece of Cake PR and got one listing. Not a good deal for the price. I might try a new service. I also had several books on KDP Select and gave away a lot (300 or 400). Not one review. I'm currently doing an ad on Goodreads, but I haven't seen much action from it yet.
15. I use a company that makes bookmarks and/or postcards to promote my books.
16. Interacting with readers on sites like Reddit, Goodreads, and various fantasy forums
17. Interviews, Radio, Internet Radio, Written Internet
18. KDP Select
19. Media appearances and professional networking professional networking
20. Paid advertising and cross promotion
21. Paid email newsletter like Bookbub, my own subscriber based newsletter
22. PR announcements and ezine article links or actual articles about the book, like a book review gets the name and links out there.
23. Speaking engagements, book signings
24. Vistaprint Promo Postcards, FREE promo periods with KDP Select, various eBook promo websites

3+ Book Publisher, Non-Fiction

1. Ads in magazines. Writing blurbs for others. Getting reviews in publications.
2. Article marketing, banners and text links on my own sites.
3. Book talks
4. BookGoodies, Addicted to ebooks, Kboards, BargainebooksUK, Authors Market Club, Bargain Hunters, Amazon Kindle Forum, KPD forum, etc.
5. Catalog advertising, award nominations, newspaper articles
6. Direct messaging on social network sites; radio and TV
7. Email marketing and speaking at conferences
8. Email, contacting newspapers and other media
9. I market my books as bonuses to get membership renewals.
10. I pitched and was featured in First for Women magazine. Women's World contacted me as a result of that article and I'll be in the mag end of Sept. I've been getting good terrestrial radio show interviews. I'll do more work with press releases in the upcoming months. I have built relationships with TV producers myself. I also have built relationships with many top internet marketers and JV's with large (20,000 plus each) email lists and am about to run campaigns with them in Oct. I'm setting up a large online event (800 to 1500 people) in November that will cross-promote my books and content.
11. KDP Select, more than anything
12. Mostly blogging and in-store lectures or book signings.

13. Placing my ebook on 'Free' days with the book promotion sites.
14. Presentations to groups
15. Presentations, book fairs, readings.
16. Publishing customer newsletters
17. Speaking, presenting workshops
18. The most effective paid service was BookBub. I enter giveaway days on 20+ sites when we do giveaways. We gave away more than 50,000 copies of a recent novel and the ebook sales are climbing now. We once used Author Marketing Experts ebook promotion, which was only slightly effective.
19. Trying the submittal locations for when I have promo days at KDP - using a submittal tool that will eventually reach several hundred different sites - do not know whether that will help sales at all or significantly but worth trying
20. Website with Digg, Google, FB, Twitter, and Hashtag embedding.
21. Writing articles for websites that fit my target market for my books. Press releases, author blog hop, Goodreads. Also see:
<http://tallenconsulting.weebly.com/1/post/2013/02/how-to-host-an-authorblog-hop.html>
22. YouTube

Question 36: Is self-publishing easier or harder than you imagined? What would you do differently?

1 Book Publisher, Fiction

1. About what I thought. Wouldn't do anything differently, except perhaps do more emailing and internet related promotion to get the word out.
2. Easy. I thoroughly researched the self-publishing companies and chose one that fit my objectives.
3. Harder as far as marketing is concerned. I would try to be more organized and do more research, but I am a jump in with both feet type, so I am just counting my first book as my learning curve and hope to do much better with my second. Have more of a plan. As soon as I make a little money, I'll hire a few people to help, since I don't really enjoy the promotional end of things. It really has hampered my writing.
4. Harder, but I'm not sure I'd do anything differently the next time around.
5. Harder. I would do more marketing research first.
6. Harder. I would have hired a better editor and tried to get a publisher interested.
7. I had no expectations, but it has been a tremendous amount of work.
8. I was surprised that with zero advertisement (not even to friends), I got book sales. So, at this stage, I'd say it's easier than I imagined. This may change when I do it for real, of course. When I do it for real, there will be the step of promoting, obviously, and I have no idea if that would yield better sales than what I saw with the "dress rehearsal." Only then I'll know if my approach needs change.
9. I would review the paid editing more carefully, even after editing myself, having friends read the book and paying a chunk of money for a professional edit, the first edition still had a few errors. It's very frustrating and embarrassing.
10. It's about what I anticipated. I write in my spare time and market the book when and how I can. I'd love to write as a full-time vocation and encouraged by the success stories of today's self-published author. The story of each success share a common theme, one that I can relate to: the book was turned down countless times by agents and traditional publishers. While it requires an epic amount of time and energy to elevate above the growing sea of obscurity, it is empowering to know your fate is not completely dictated by the few, focused more on book sales and less on introducing new voices and genres to the industry.
11. It's as hard as I imagined. I am an agented author and have a background in advertising as a copywriter and marketer. After my agent shopped the novel for two years I decided to use my knowledge of marketing to self-publish. I had launched products for major packaged goods companies, but alongside a team of professionals. Setting up my own

publishing company and hiring freelancers put in control of the whole process, which has been very exciting. On the flip side, it's an exhausting, constant drive to find your audience and get the word out. What would I do differently? I'd hire a good publicist and social media marketer to help automate / organize generating buzz. As writer you want to spend more time writing, as everyone is asking for (sometimes clamoring!) the next book. It's tough to write the next book when you're hunting for interviews, book festivals, blog tours, etc.

12. Marketing is the hard part. Actually publishing was easy. Next time I will start by releasing my cover, and then solicit preorders from my fan base for an increase in sales right out of the gate.
13. Self-publishing is easy. Marketing is hard.
14. Self-publishing is more difficult than I first imagined. It's a process that needs to be learned. Advertising correctly and understanding social networking seems to be paramount.
15. Self-publishing is easy. Marketing is harder than I thought it would be.
16. The publishing is easy. The marketing is hard. I wish I could spend more time planning and executing a marketing strategy.
17. The publishing part is relatively easy...it is the marketing that is really exhausting.
18. The publishing part was easy. I had a great editor and creative consultant who also became publisher/distributor. The only thing I would change would be going with a small publisher. Currently, they do not get the respect they deserve and your book is automatically downgraded just for being "vanity press". It may be a masterpiece, but it will not matter to the more snobbish readers who think big companies are the only ones who can publish great books.
19. Yes, harder. I would have had reviews in place before I published the first book in the series.

1 Book Publisher, Non-Fiction

1. Correct expectation. Next book will involve more solid planning and platform.
2. Definitely know and learn more before acting. I could have saved myself a lot of money on my print book had I known then what I know now. I wouldn't go with a high powered cover designer now that I know that are a lot of much less expensive choices. I paid \$3,500 for my front and back cover. Can't believe I did that.
3. Difficult but rewarding.
4. Easier. I suggest finding the consultant sooner...
5. Easier. Start sooner. write more
6. Ebook publishing is really secondary for me. It was available so we jumped on it while doing the POD set-up.

7. Harder. I didn't know you needed to start seeking reviews 4-6 months in advance! I didn't know you needed to start seeking reviews 4-6 months in advance.
8. Harder. Because I have to do everything myself I can only do so much. Also, it is easier for me to understand the creation process while marketing is harder. I think it is hard because I don't know which time and money investment will pay off. There are just too many options for me to select from so I tend to not do any.
9. Harder. More involved. Also easier with CreateSpace.
10. Harder.....not fun because didn't know steps; next time it would be easier
11. I find it harder to sell an ebook than a print book.
12. I would probably not hire an expensive publicist again, depending on the book.
13. It took longer to edit the manuscript and design the entire project, then get it into distribution, than I thought. I wouldn't change anything, just have more patience.
14. It's about what I expected. I can't think of anything I'd have done differently.
15. It's wonderful and interesting, but marketing the book has proven very difficult. I only have 6 reviews on amazon!
16. Like everything that gets good results, it takes dedication and hard work!
17. Much easier than I expected. However I was surrounded by the correct professionals who really helped me with the process.
18. Self-publishing is easy, marketing is hard.
19. Self-publishing was a long, tedious and very expensive process in regards to hard copy book publishing. Next time I plan on going straight to an ebook.
20. Self-publishing is easier - promoting the book endlessly is harder. I have to do it all.
21. The technical side was a little harder because my book contains decision diagrams. Getting the diagrams clean and clear in different formats required more work than I expected. I would create a better cover, start social media earlier and more regularly, and start with eBook simultaneously with paper.

1 Book Publisher, Children

1. About what I expected, although the time consumed by marketing is more than I'd anticipated.
2. Harder. Have better communication with publisher and with illustrator. Begin to promote book sooner. This has been a learning experience because it's my first book; previous publications have been with newspaper and magazine editors and communication was good with the editors and any illustrations were photographs not requiring an illustrator.
3. Harder. Should have hired an illustrator for cover and interior illustrations.

4. It was harder because I had to do more set-up of the manuscript for BookBaby than I thought I would need to before submitting it, such as links from the table of contents to the chapters. Next time I might try to upload it to Amazon myself.

2 Book Publisher, Fiction

1. About as hard as I expected. Be born lucky.
2. About what I expected. My biggest problem is that I work full time and I can't devote the kind of hours to promotion that I would like. Am considering hiring a publicist to help.
3. Comparing alternative vendors was very hard as there is little by the way of benchmarking for quality or side by side services comparison. What I am glad I did was really spend time looking into the variety of services. The vendor I use has met all my specific needs well.
4. Easier than I imagined. My first novel was with a publisher in printed version only and I basically did everything on my own anyway. The only difference was that I hired the editor and formatter.
5. Easier to publish; harder to sell
6. Easier, because I already had computer skills, especially familiarity with MS Word, and somewhat because of my knowledge of Photoshop.
7. First self-published in April 2013. Now have 2 titles on offer on Amazon. A third title will come online in October 2013. I will wait till I have at least 5 titles available (by end 2014) before deciding on sales strategies beyond blogging, personal appearances at bookstores, and making the books available as audio books.
8. I wouldn't say it is harder than I imagined; I expected it to be hard. However, I like the creative control it gives me, so I wouldn't do it all that differently. With my new book, I'm working on promoting it before it is released, to see if that makes any difference
9. It is more work than I thought, but I've heard if you are traditionally published you still have a lot of work, so I'd rather be in control.
10. It's easier to get the technical work done, but harder to manage all of the various websites needed to get exposure etc.
11. Neither harder nor easier. Publishing is easy. Marketing is hard.
12. Publishing is a piece of cake. Marketing in a time killer, but that seems to increasingly be a complaint in the traditional sector as well.
13. Self-publishing is easy. Marketing is somewhat easy. Sales are very hard.
14. Self-publishing is not hard. Publicity is hard.
15. The marketing is far more difficult than expected. I try to add new ways of promoting regularly, dropping with doesn't work in favor of what does.

2 Book Publisher, Non-Fiction

1. Easier than I thought.
2. Getting an E book on Amazon on my own was nearly impossible. I tried for 2 months to figure it out...then asked for help from savvy friends and they couldn't figure it out either. Finally got help from a marketer/ publicist who used my book as a way for him to practice getting an EBook onto Amazon. I must say that for self-published authors, it is nearly IMPOSSIBLE to figure out the Amazon site on how to do it. Impossible! And VERY frustrating!
3. Had no idea what I was getting into. I wouldn't use LULU again; CreateSpace is much easier to deal with.
4. Harder for the first book. Now that I am preparing the second book it's much easier.
5. Harder! I expected it to be easier when I signed a contract with Abbott Press. I thought it was an offshoot of Writer's Digest magazine but its parent company is Author Solutions. The service and process left so much to be desired (right down to the fact that they could not understand that as an editor I owned the contract and was publishing the book on behalf of an author as a special project--they would call my home phone number and ask for him as one example of the circus of using this company for self-publishing! I wanted to learn the process of self-publishing, the contract cost was my "tuition." I would give myself a C for the class because the "instructors" didn't put forth good effort to make the experience worth learning. Sounds like sour grapes, yes, but I gave this press a decent book on a great and marketable nonfiction topic--something that might have been treated with more personal attention and appreciation. There is, of course, more to the story (plus Abbott's side!) but it's not appropriate for this survey.
6. Harder, but I would do nothing differently other than start marketing much sooner.
7. Harder. Get help
8. Harder. I would not have used Balboa Press for my first book and I would have relied more on radioguestlist.com to get interviews. I wouldn't have gotten sucked into so many advertisers who promise the world and deliver very little.
9. It is as much work as I anticipated, except for the steadfast media policy never to review self-published books. Most are junk, in my opinion, so that leaves the few of us professionals who self-publish without review possibilities.
10. It's easy if you have someone who knows how to do it to help you. The downside is that you don't have the marketing tools and exposure available to you that you do with traditional publishers. You have to go out and get the help. I have done both. My first book was with a major publisher. The second was self-published. POD has its advantages, as does traditional. I think the big difference comes if you are well known enough that you can effectively promote your own book.

11. Marketing is the key and with the next book I will be handling it very differently, and much more proactively.
12. There is no such thing as easy. All success is born of a good idea effectively implemented. The solution to my problems would be to have been born much later in life. (I'm seeking a 40-year age transplant, but so far all I get is a vacant stare and rolled eyes, or a faint wan smile.) Humor is wasted on the humorless.
13. Time consuming, I'd hire others if I could afford to.

2 Book Publisher, Children

1. If I could afford it, I would have started with a website and consider a publishing company that would advertise nationally for me. Self-publishing only saved me about \$300.00 overall. I was lucky to find a good printing company that have given me advice and also have additional services to help me when and if I can afford it.
2. It's been pretty smooth sailing. I knew there would be time needs, so I allot a certain amount of time each week to publicity and marketing.
3. The marketing is the key, obviously. I'm in wait-and-see mode.

3+ Book Publisher, Fiction

1. Both - technology is easier, penetration is just as hard as print.
2. Creating the product is easier than I thought (I do cover, formatting, editing). Marketing is more difficult/time-consuming. I wouldn't do anything differently other than get more ebooks out more quickly if possible.
3. Easier, though I think being self-published still has a stigma attached to it. Not sure what I would do differently.
4. Easier. I was published by a small house, but now have gone Indy with KDP and am selling well.
5. Easier. I would save my money first to hire somebody to upload it to the publisher and Kindle.
6. Easier. Once past the meatgrinder at Smashwords it becomes a piece of cake.
7. Easy. I kept getting too many stories back so this helps a lot.
8. Getting harder. KDP Select is much less effective than it was in the beginning.
9. Harder, because I don't self-promote very well.
10. Harder, but more fun.
11. Harder. I don't know what I'd do differently. I find getting published in any form so onerous I've almost given up, and write only for my own satisfaction.
12. Harder. Never realized there were so many books out there.
13. I don't consider it hard, but the production end is very time consuming (i.e., proofing, ensuring proper print and ebook formatting, etc.)

14. I think it's easier than many realize. But I realize I should have built my platform before releasing book 1.
15. I wouldn't do it differently at all - but then again, I'm very control oriented. I'm also a co-owner of a small publishing house, so I not only like to have control over my own production, I'm helping others meet their goal in getting a book to market.
16. I wouldn't say it is more or less difficult, I would say it is far more exciting and rewarding than I expected. I enjoy the entire process from book concept through writing, editing, graphics, layout, publishing & marketing. I am currently in the midst of a major relocation and have put on hold actually launching into my next project...it's killing me!
17. It is easy now that I know how to go about it. It is perfect for me because I can maintain control over my work.
18. It is much harder. I would like to have a publicist who could get my books some wide recognition.
19. It's easier than I expected. I would never have used Amazon's (high priced) cover design services if I knew they didn't deliver value for money - their initial designs were just plain awful. I'd have spent more time working out the cover design for my first series, to be more attractive and easier to replicate across several books. I will never assign a book a release date until my editor has the first draft.
20. It's what I imagined. At first my focus was on gaining distribution through as many channels as possible, I think this was a mistake and now I just focus on driving demand to Kindle.
21. My marketing efforts are the shotgun approach with limited results thus far.
22. My self pubbing was unique. I had a publisher who prepared the book and cover and then made a decision to publish only religious books. Mine didn't qualify so they gave me everything and all I had to do was load it on Amazon.
23. Publishing a short story is easy. The effort I put into a book (full-length) is much greater. I plan to use POD on my next book, a novella, and I am garnering advance reviews and other buzz.
24. Publishing is definitely easier than I thought. Getting people to read my words is tough.
25. Publishing is easier. Marketing and Selling is harder, but quite enjoyable as a challenge
26. Self-publishing is about what I imagined. Marketing is harder than imagined. I would have self-published at the start instead of the traditional route had I known (and also to take advantage of KDP when it gave the maximum benefit). Timing is a huge part of an author's success.
27. Self-publishing is difficult but manageable. Marketing is frustratingly hard.
28. Self-publishing is easy. Selling is hard. Write more, put out more books quicker.

29. The only hard part I find is time to do the marketing of yourself. It takes away from my writing time and keeping up with the constant marketing is more time consuming than one would ever think.
30. Very difficult, very satisfying. I would and will buy more ads. I wish I had gone after more reviewer bloggers in the beginning. The number of reviews is important.
31. Yes, it is hard. If I could afford it I'd spend more money promoting to get wider coverage and exposure

3+ Book Publisher, Non-Fiction

1. As expected. I'm pleased with this path to publication.
2. Both easier and harder. It's an education and a learning curve. I would as many would, much prefer to have professionals handle it, but it has been rewarding and is good to understand even if you have a professional publishing house publishing you. You do have to watch those working for you and never forget that.
3. Both hard and easy. I hate doing my own promo work, but I don't think I could pay anyone to do it better, and I don't think a publisher would do it better, either.
4. Both. Publishing is easier than you would think but working for oneself is much harder than you would think. If I had it to do all over again, I wouldn't worry so much. About anything.
5. Challenging but exciting. I did a lot of research before I began, so it was exactly what I imagined. What I would do differently for my first book is print fewer books -- start with a few hundred POD copies to test the market.
6. Definitely harder. Start marketing much, much sooner!
7. Easier for sure - but now reducing my tax with IRS is a real pain.
8. Easier now than it used to be before eBooks, POD, etc. I used to use typesetters, offset printers and wholesalers/distributors. Also used to supply Baker & Taylor and Amazon directly. What a pain that was. Complying with Amazon's shipping requirements is nearly impossible, and B&T does not pay regularly; so I don't miss servicing those accounts. Ingram account was an honor to have, but their accounting department is not very good at paying the correct publisher (we had trouble getting paid for our sales until they accidentally paid us for someone else's). Don't get me started on how bad San Diego's local distributor is--don't trust them for an instant. It's harder now to make sales/get noticed, but physically and accounting-wise, much easier. Earn less now than used to, but don't have all the grunt tasks to do anymore or the hassles of not being paid.
9. Easier. The learning curve to understand that you need for KDP took a while but after that it's do it again and repeat. I think getting things ready to go on sale was more consuming than I thought initially but I attribute that to the fact that I want it to be good

- as it represents me. If I started over now, I would have a number of books ready to go so that I could publish them all at the same time and have a number out at once, rather than one at a time. Either way, it's the same process though ongoing. Self-publishing is still new and I think over time better marketing strategies can and will emerge. That would be one of the best resources for someone to thoroughly research and develop.
10. Find more information on marketing before beginning.
 11. Formatting is tricky. I am going to a more streamlined approach--that is using a local designer instead of CreateSpace next time.
 12. Hard the first time. Focus a lot on prepublication marketing/publicity.
 13. Harder. I suggest hiring a professional editor.
 14. Hire a publicist.
 15. I am a lifetime self-publisher.
 16. I find it easier but it is always a challenge marketing.
 17. I responded to this survey because I'm interested in the results you receive. I have print-published nearly 30 books; I've helped an author with one eBook (which I found a very complicated process).
 18. I think it's infinitely easier to hire professionals to help do things you don't know well yourself. Especially for design and ebook formatting.
 19. In many ways, self-publishing is a far better an experience than I'd expected it to be. I enjoy that I am responsible for finding new readers. I wish I had an editor (I'm sure my readers wish that I'd had one too). When I did have editors go over my early drafts, I found most I'd worked with did not understand my content (self-help spiritual) and the editing they did was often not very helpful from a content standpoint. I enjoy designing my own covers. Can upload a new title from saving my manuscript in MS Word via Calibre to Kindle submission in under 10 minutes. I don't have to wait for 18-24 months to get my book out. And I don't have to pay \$5,000 to my lawyer to negotiate a publishing contract and \$2,500 for an agent contract -- all of which are legal boilerplate and are designed to stick as much money as possible into publishers' (and not my) pockets. Plus, I don't have to worry that that I'd likely never recoup the legal costs I'd have paid out to negotiate those contracts. I don't have to deal with publishers who may mothball my title, or who may not genuinely be interested in marketing my content, but who I'd have to pay the lion's share of the revenues to. With current traditional publishing rates, I make more money now per e-book. And I'm about to create a backend sales funnel for all my books so the books will offer online downloadable courses to interested readers. My one complaint is that it is hard to get into Audible as a self-publisher, and ACX stacks the royalty splits in their favor if you self-produce your content. I'm far happier publishing my own content than I likely would be with a traditional publisher.

20. It has met expectations of challenge and difficulty. I would hire a lot more people to help with all the social media and publicity, if I could.
21. It is about what I imagined it would be. If I were an Amazon executive I would allow my KDP and CreateSpace clients to market the same books through other services and sites, as the more exposure will ultimately profit every vendor. It is just like fast-food restaurants locating their outlets in the same neighborhood, even the same block or corner.
22. It is not particularly hard. I have done 4 books. Each time I try to get the cheapest self-publisher possible.
23. It is very challenging. The market is glutted with amateurs who make it hard to sell a well-written book. In addition, busy readers do not spend their lives reading dozens of blogs. They read magazine articles and books. Public speaking helped me a great deal more than all the blogging and internet connections ever did.
24. It's as hard as I imagined, but I still prefer it. I'm better organizing my marketing this time around.
25. It's lots of work, and rewarding!
26. Longer learning curve than I imagined... but very doable.
27. Now I would do ebooks before print. Maybe I wouldn't even do print. I have several YA books on multiple ebook sites. I want to pull those and put them into Kindle KDP instead. That's what has worked for us when we do the promo.
28. Self-publishing is easy. Selling is the difficult part.
29. Self-publishing is the only way I published my 18 books. KDP Select has made it easier to market, opening doors to groups I didn't know about.
30. The cover design, book design, and editing tasks required more of my time and attention than I had anticipated. Because I worked with an expert in e-publishing, these tasks were more manageable; however, had I been working on my own, the learning curve would have been steep, and the outcome might have not been as professional.
31. The marketing is much harder than I expected. I would have more people hungry to market books for nearly free.
32. There are so many hidden things that publishers take care of, sometimes it feels like my head will explode. But I would keep on this direction.
33. Very difficult. Editing issues. You have to promote your book a lot and engage the reader's interest. Getting a top Amazon ranking is hard.

3+ Book Publisher, Children

1. Hard, too much to do, lots to know. I'm looking for ways to join forces with others.
2. Much harder. I should have had my website ready prior to the launch of my books. And, have used Twitter and FB to build interest in the books prior to publishing them. For the

most part, I'm pleased with how I've handled self-publishing. Mainly, by not passing off the project management to others. I believe that my methodology is much more cost-effective. Fortunately, I was an IT project manager and those skills are a huge advantage for me. Also, based on comments made by many self-publishers in various LinkedIn groups, self-pub authors seem to think they should be able to publish their work for little or no money. I have been willing to sink some money into this business. Many authors seem to not view this as a business. If you decided to go into the restaurant business, would you expect to open it for free? Hire the workers for free? Have the food and equipment donated? Publishing is a business. They don't want to pay for an editor, or an illustrator, or website designer. Then they wonder why their books aren't selling. I do as much as I can myself. But, there are certain things you just have to pay for. However, I get those services at the best price I possibly can. Elance and oDesk are the reason I'm able to publish so many books. (I will have 42 books in the Amazon library by mid-2014.) Finally, I always assumed that I wouldn't make a dime. I'm doing what I love and I would do it for free. Other authors consider self-publishing a "get-rich-quick" scheme. It's more like a "I'll-work-hard-and-maybe-make-some-money" kind of a business.

3. The publishing is not really difficult; it's the marketing and merchandising, getting our work in front of enough people to make a difference in sales - that's the hard part. Not enough people are finding us yet. There is also a steep learning curve on preparing the books properly to become eBooks that appear on all formats the way you want them to, especially since our books have text, photos, and illustrations. We were able to save some time and money because we are writers and illustrators, but steering hoards of buyers to our doorstep has been hard. In the future we will probably use different hardware (better scanners, etc.) and software (hate Word, prefer InDesign) in setting the books up, and possibly pay to have the ePub versions done correctly. BookBaby looks very interesting and appears to offer lots of options.

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