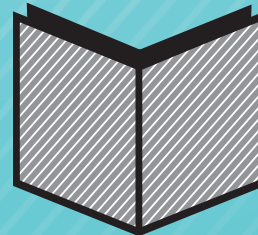


WHAT AUTHORS WANT II

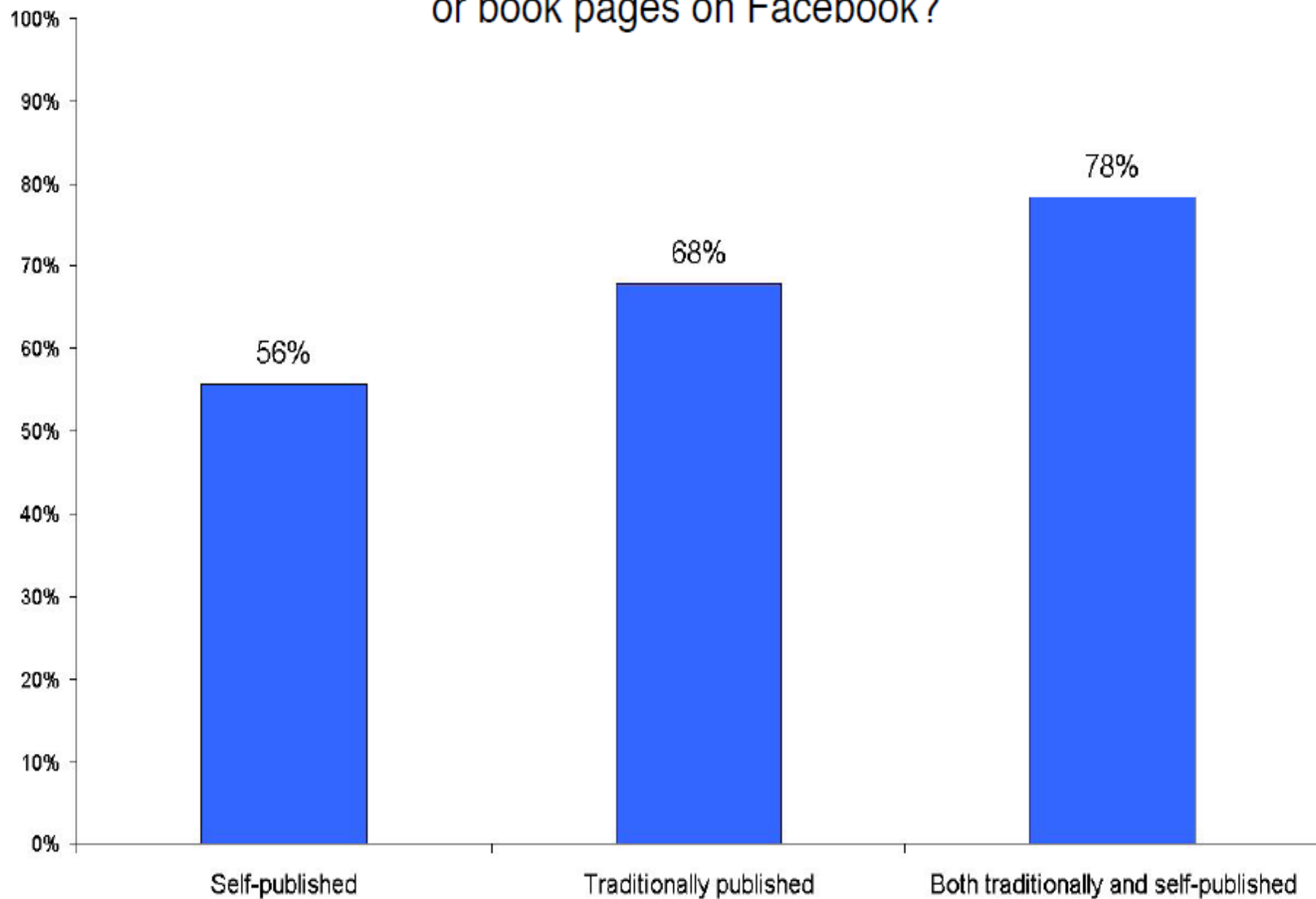
An Analysis of Hybrid Authors



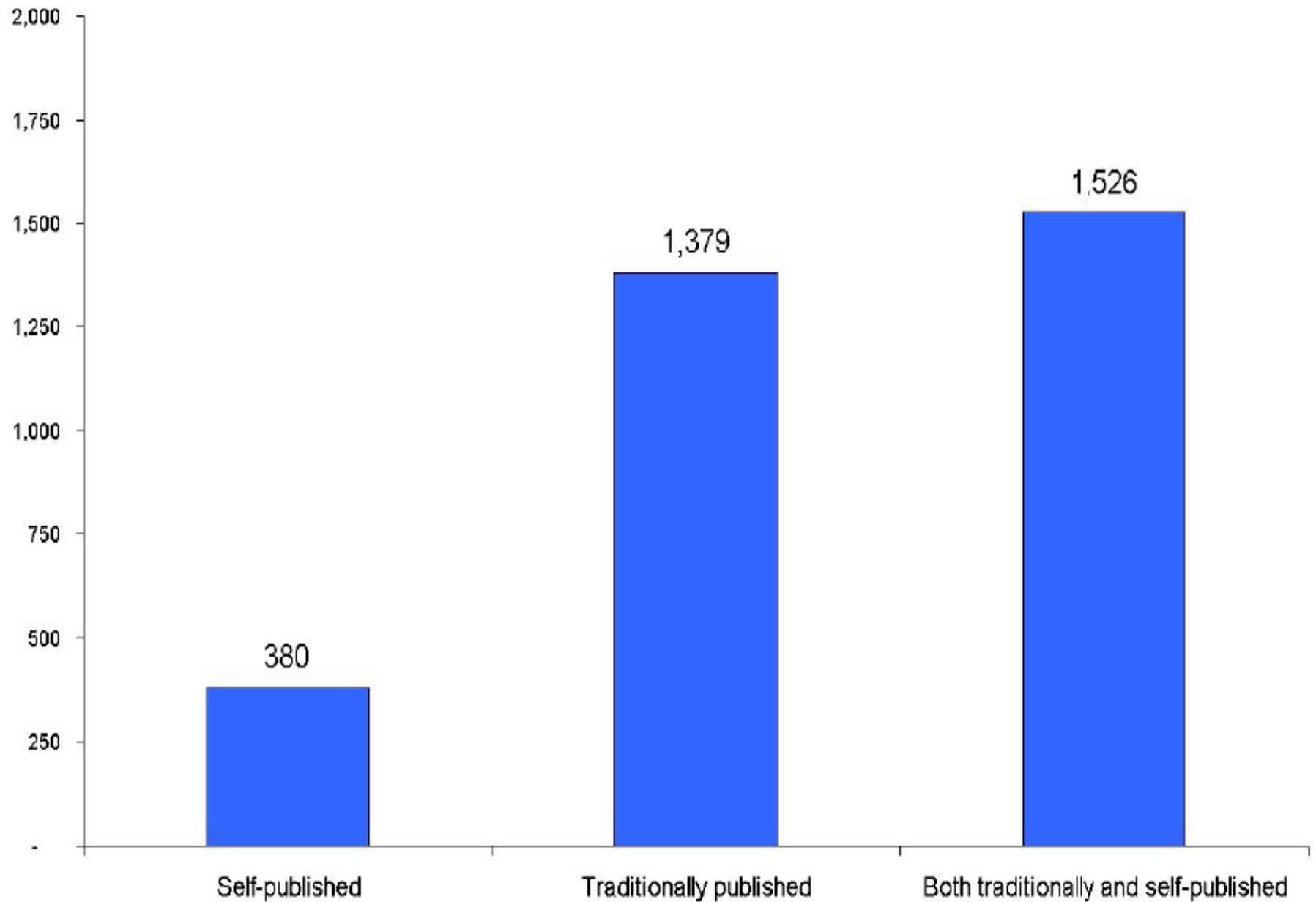
Background

THE ORIGINAL STUDY

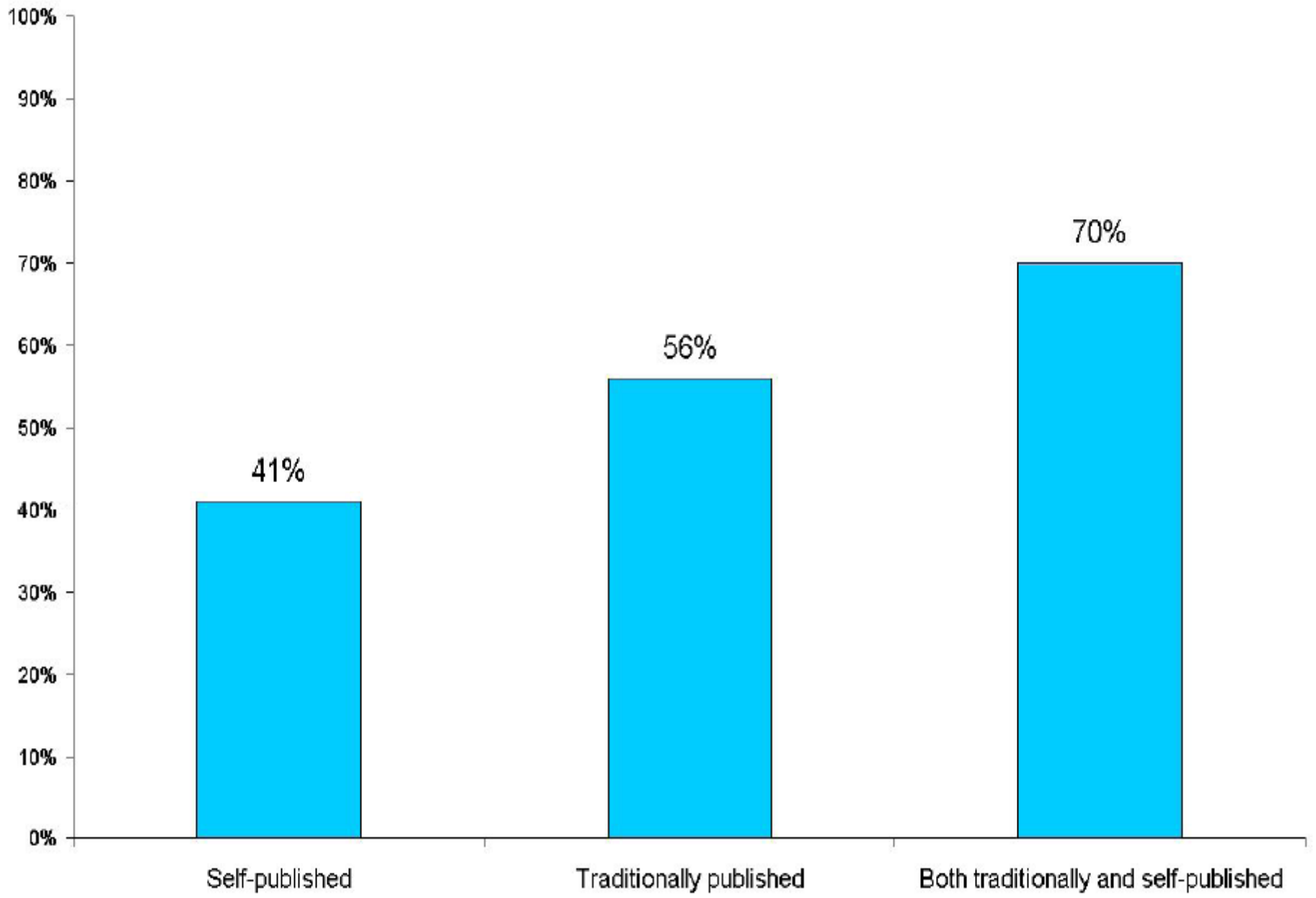
Do you maintain either an author page or book pages on Facebook?



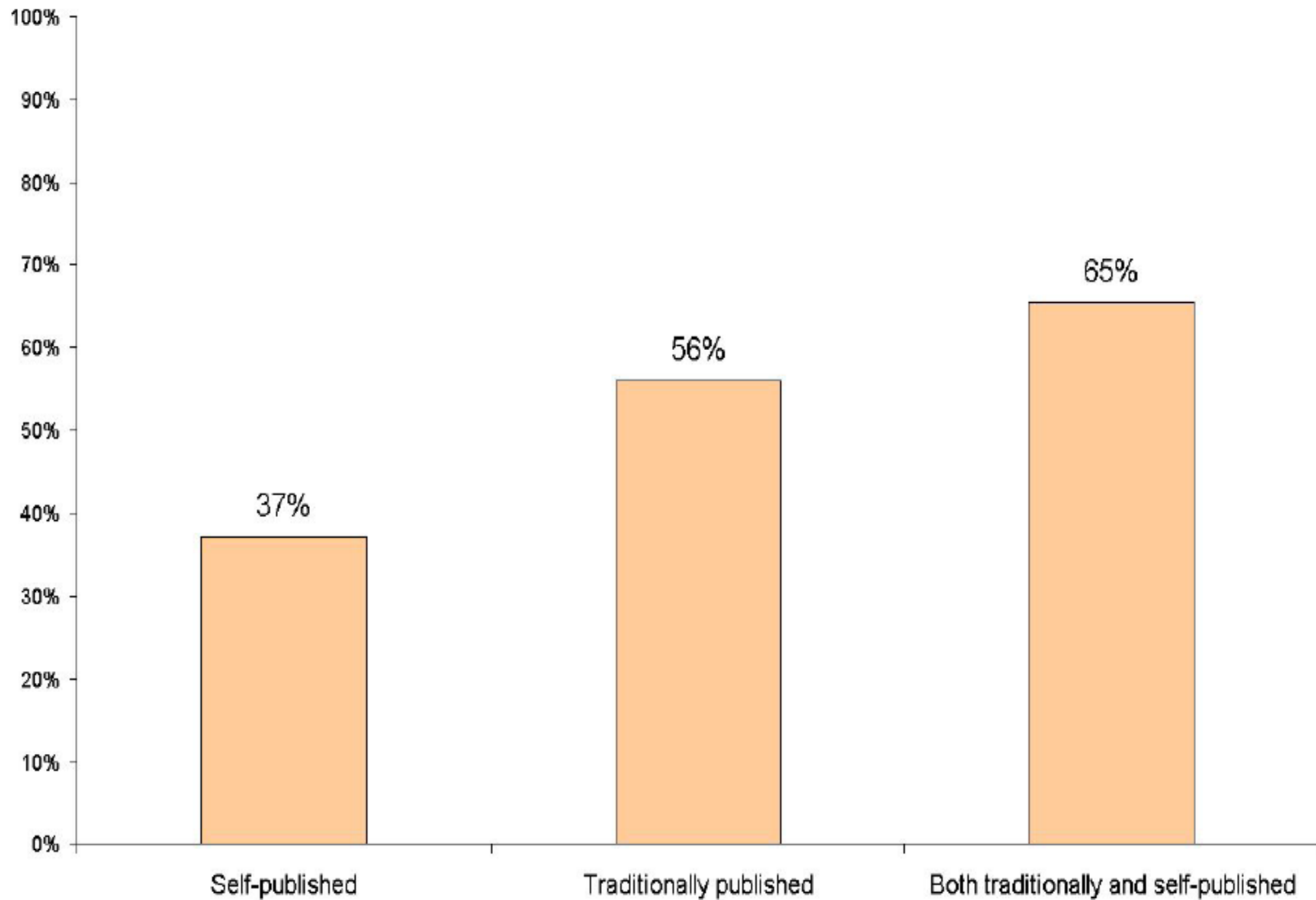
How many people like your pages on Facebook?



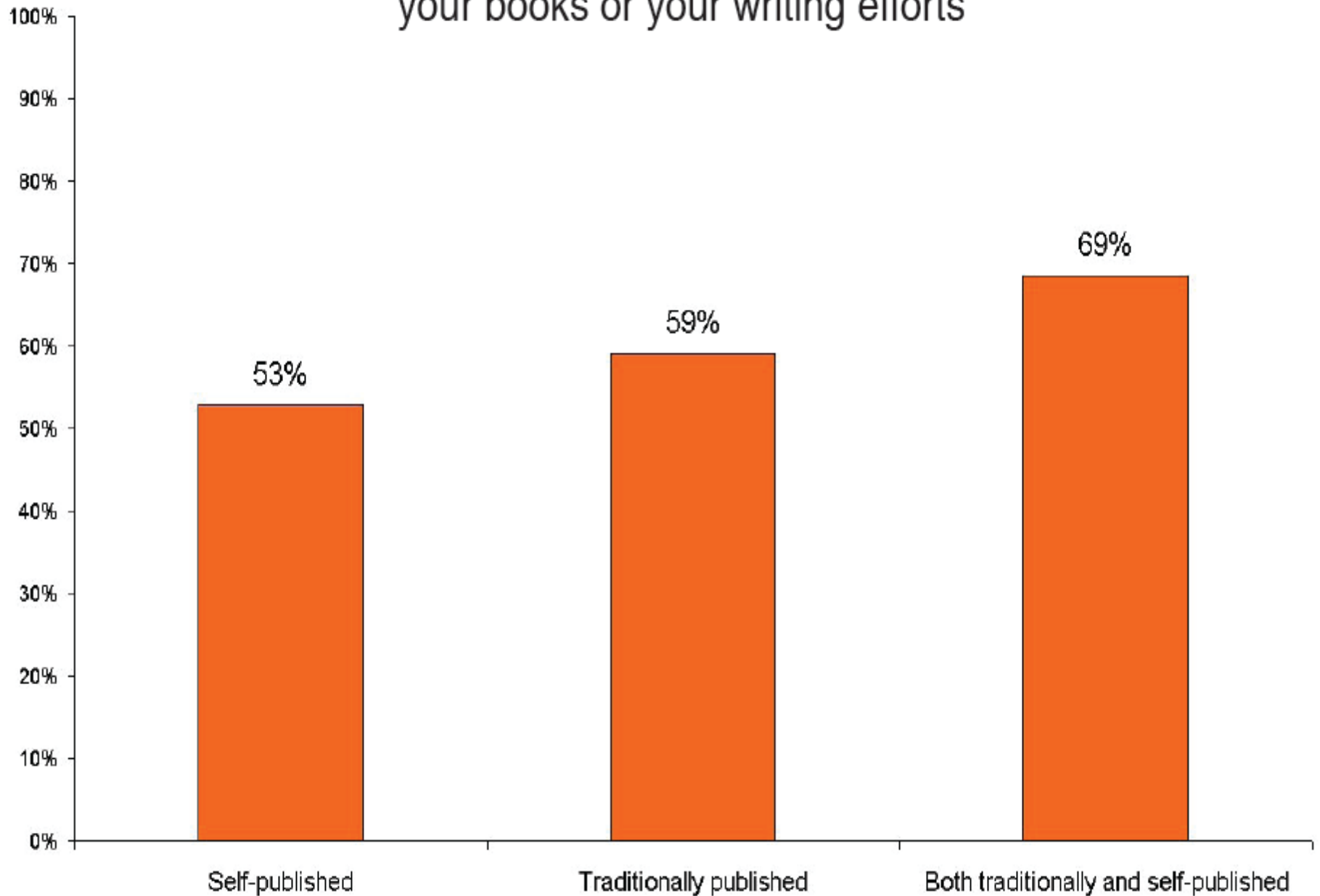
Do you post writing-related Tweets on Twitter?



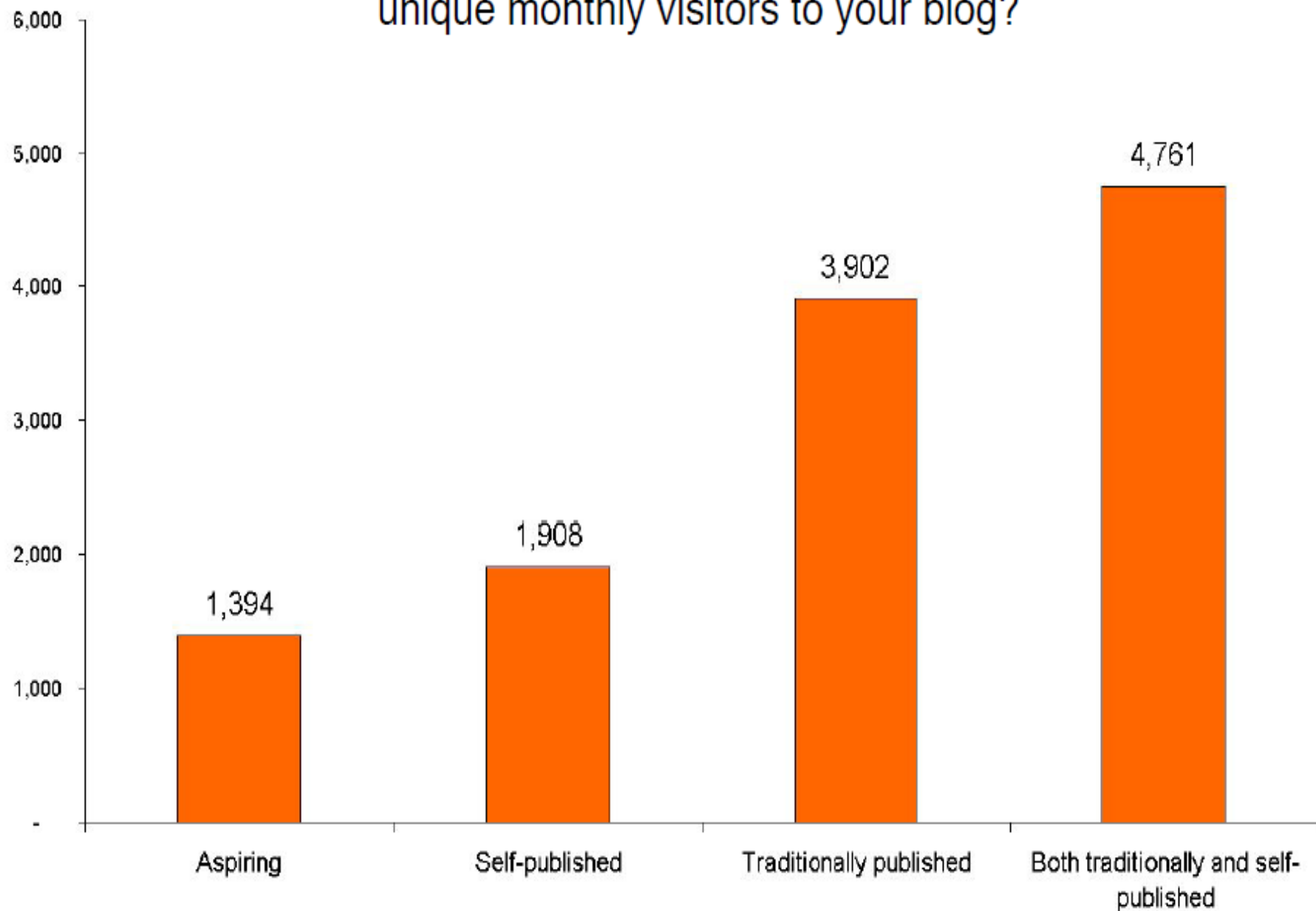
Do you maintain an author presence on Goodreads?



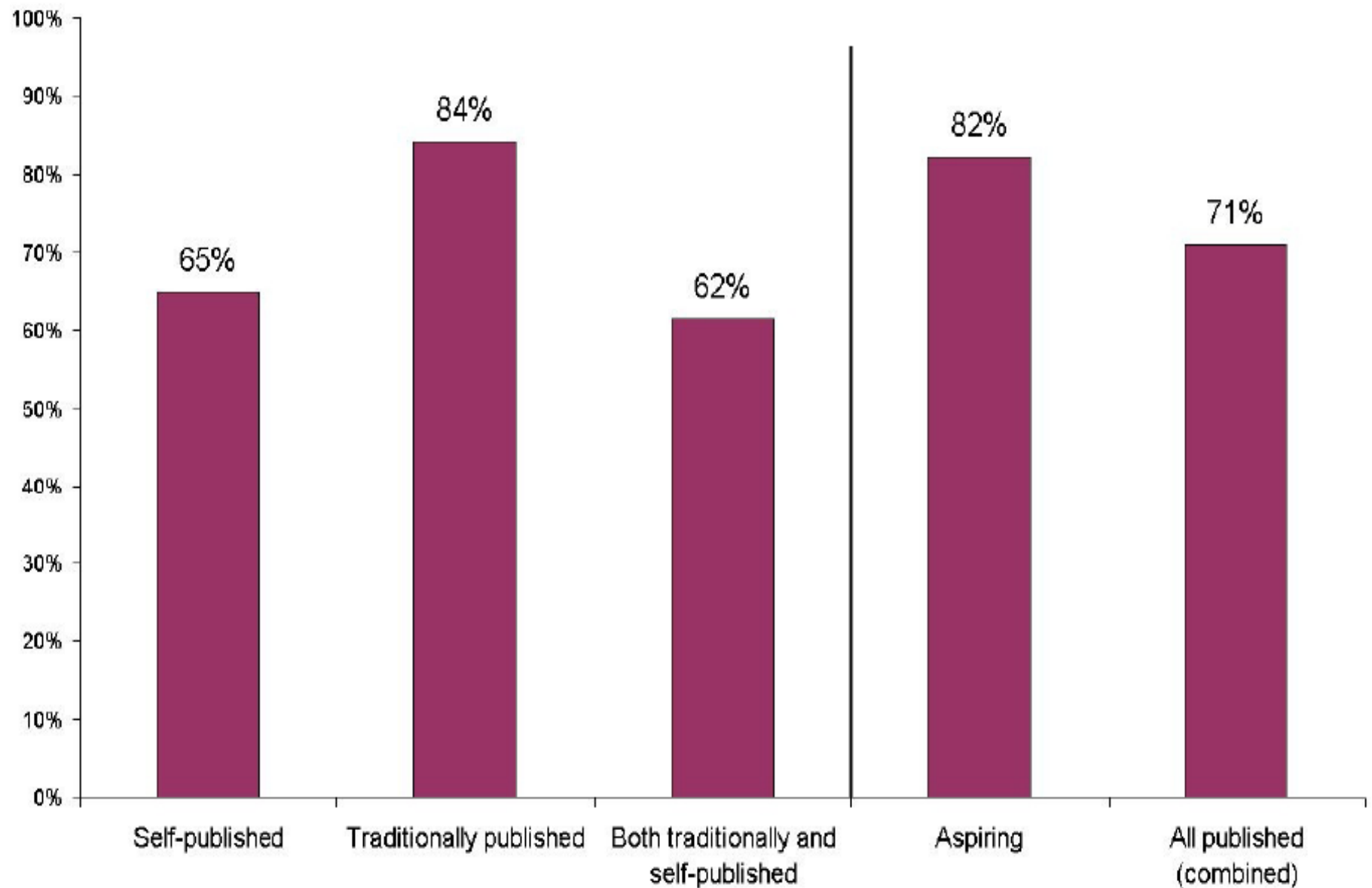
Do you write a blog that is related to either your books or your writing efforts



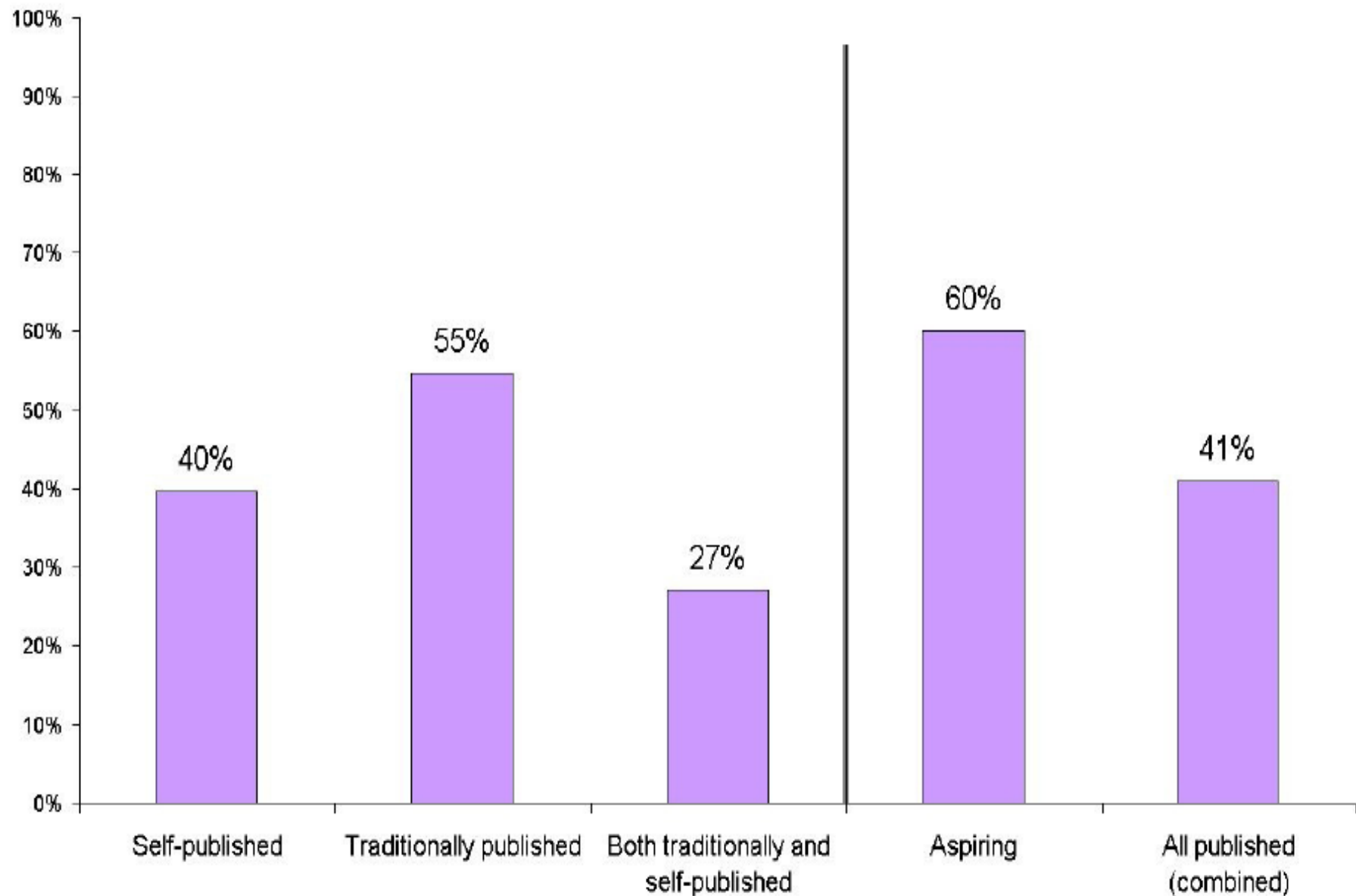
What is the typical number of unique monthly visitors to your blog?



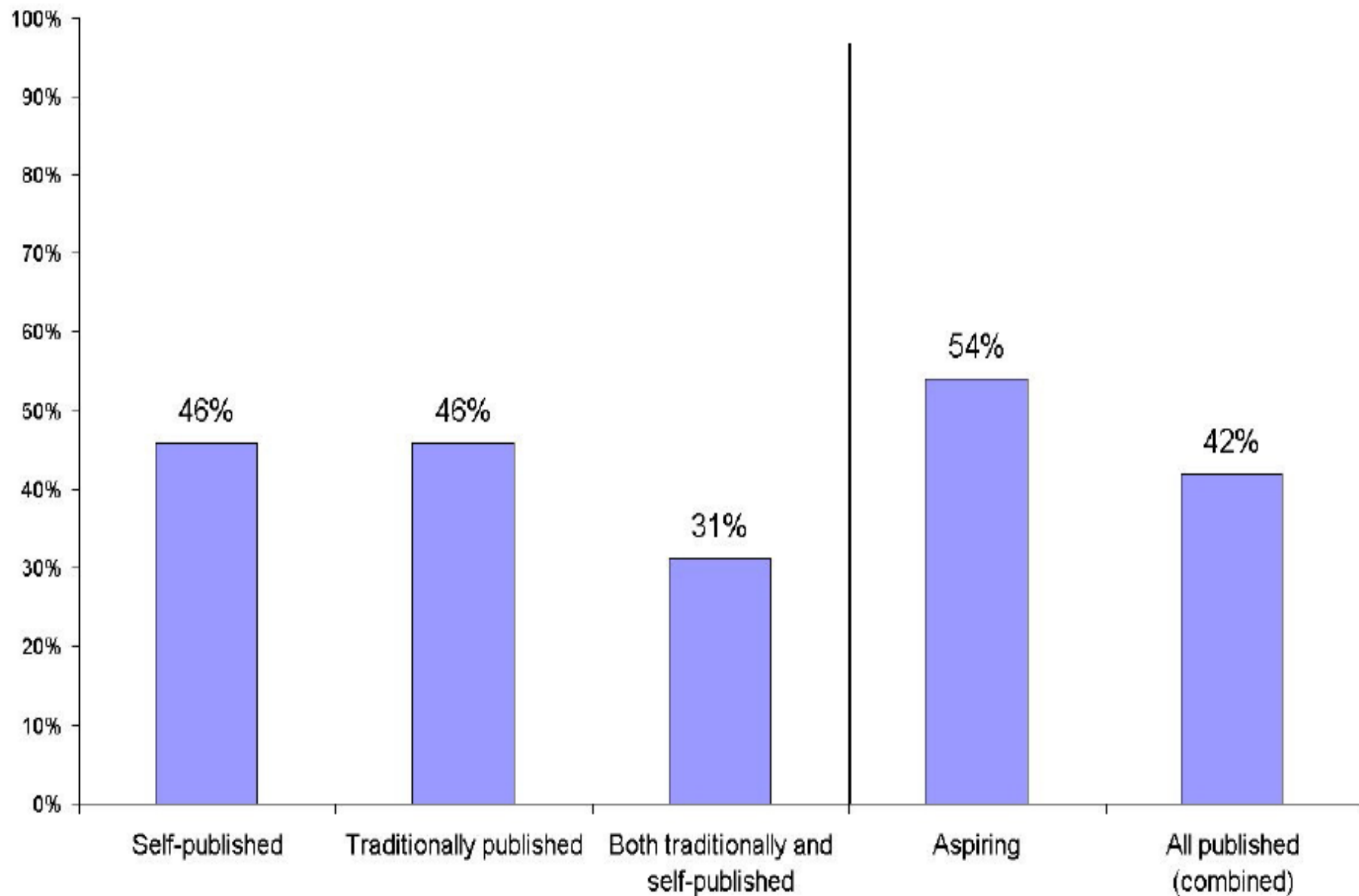
Working with an established publisher will help make sure my book is professionally edited and presented



Publishing a book involves managing a lot of complexity that is best run by a professional publisher

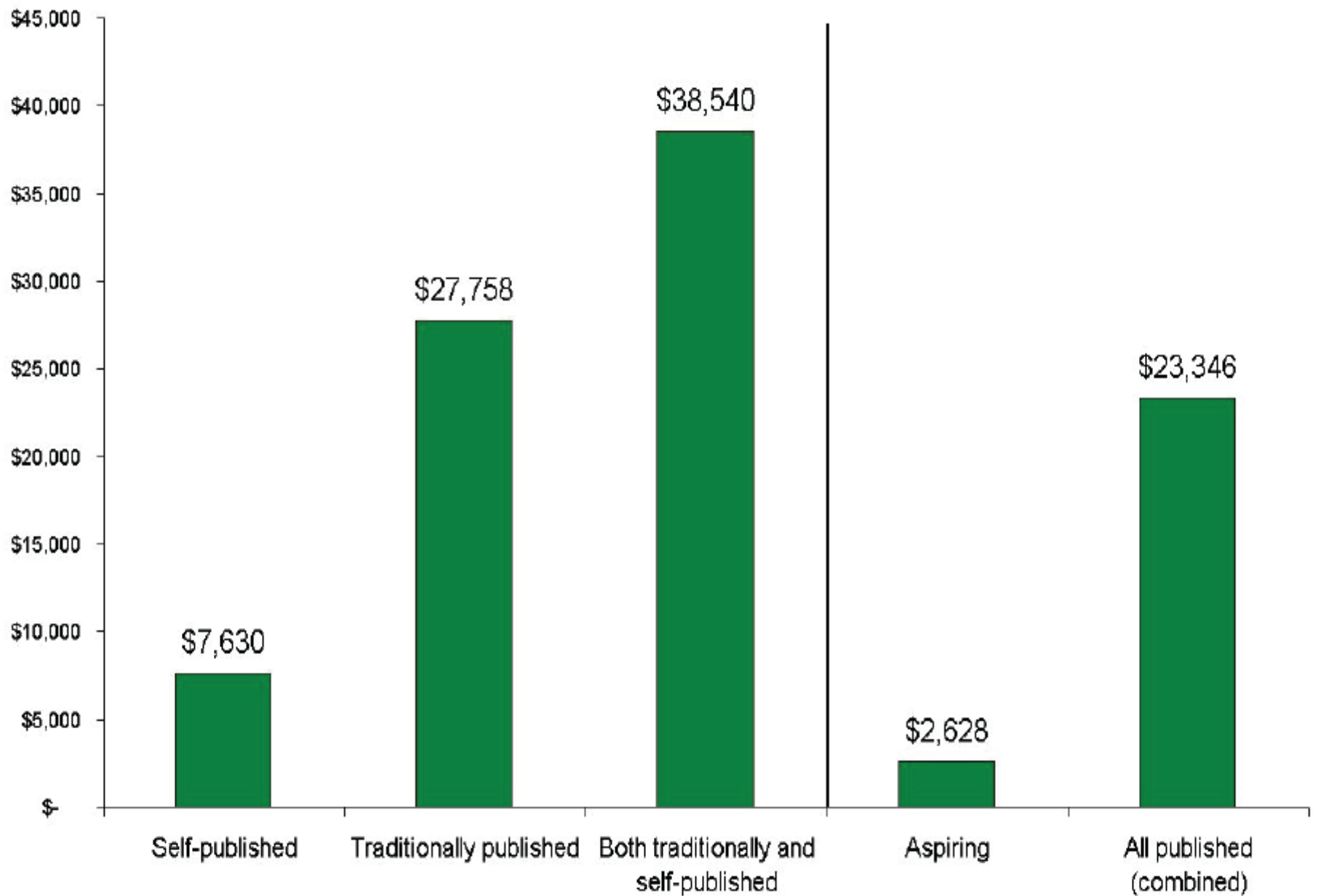


Publishers add value by directing a book's development to be more like what the market wants

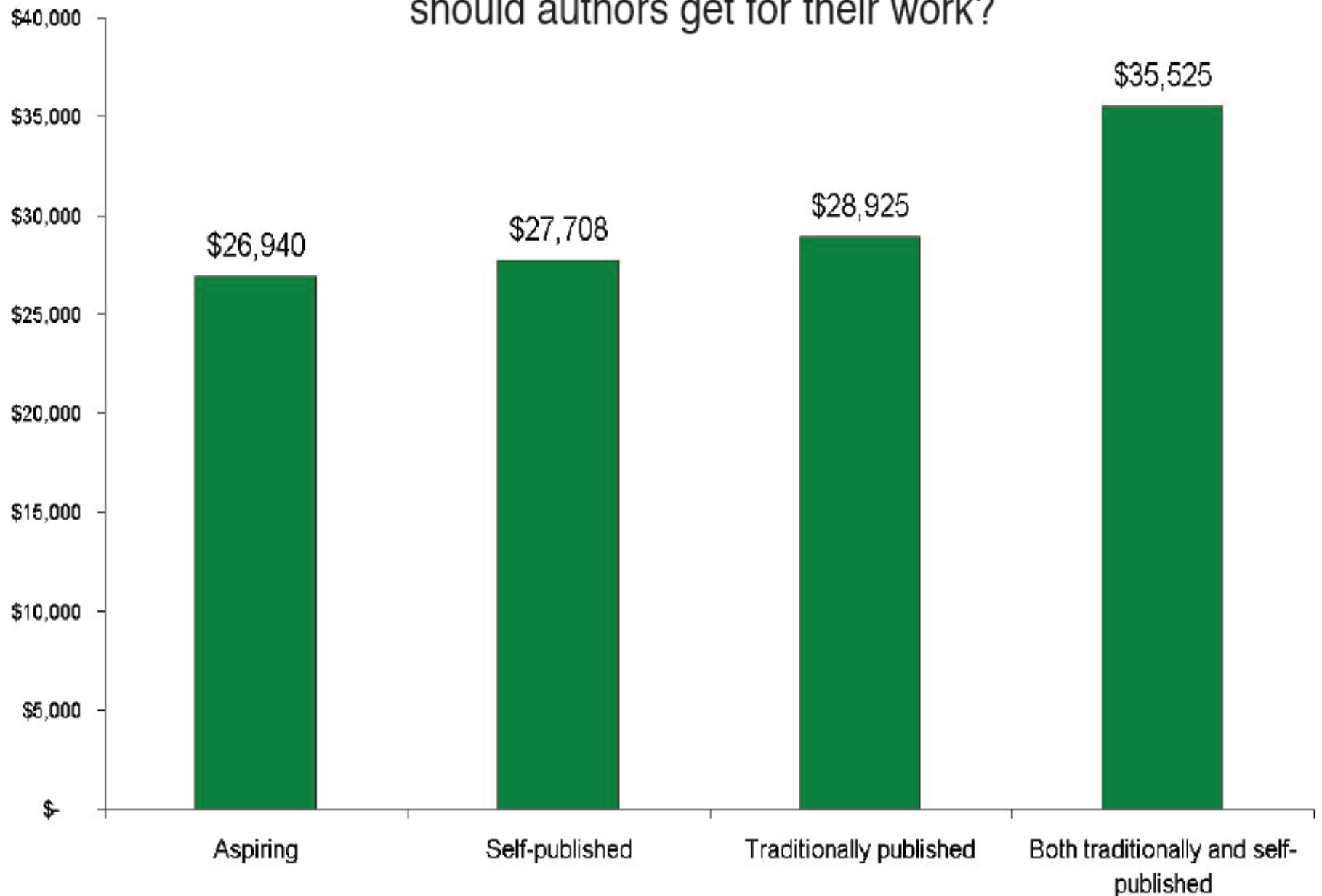


THE HYBRID AUTHOR

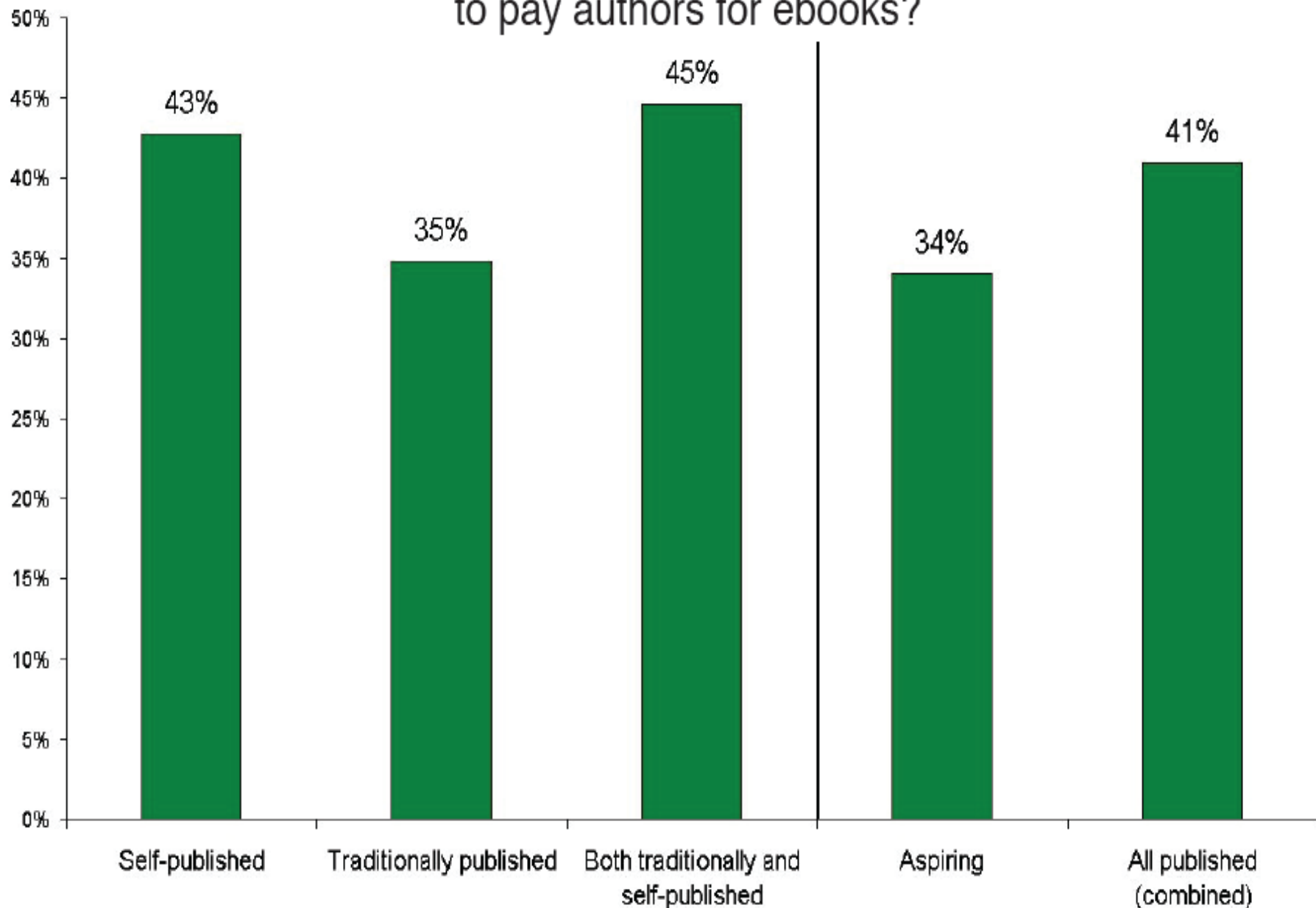
What is your approximate annual income from writing?



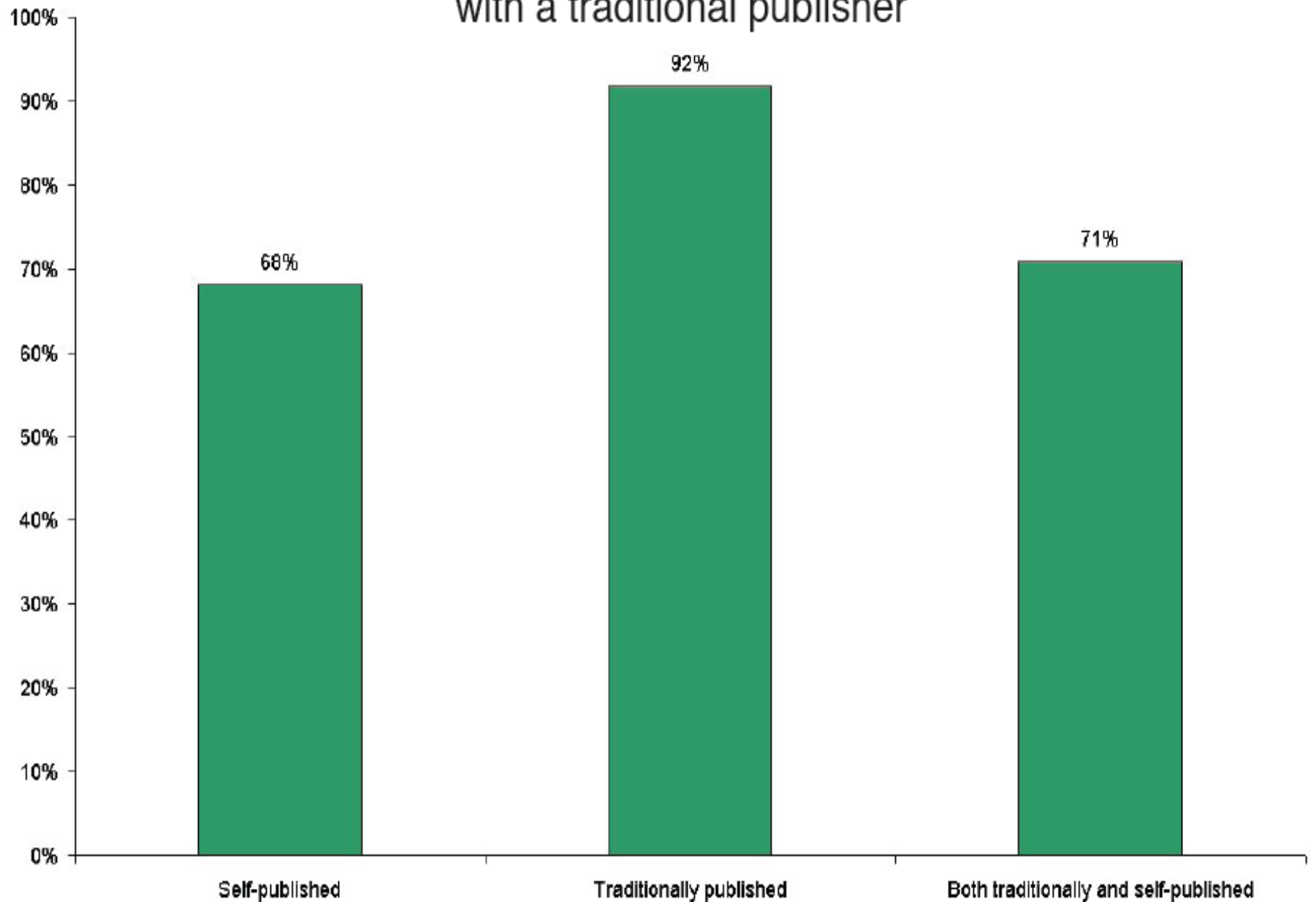
How much of an advance on royalties should authors get for their work?



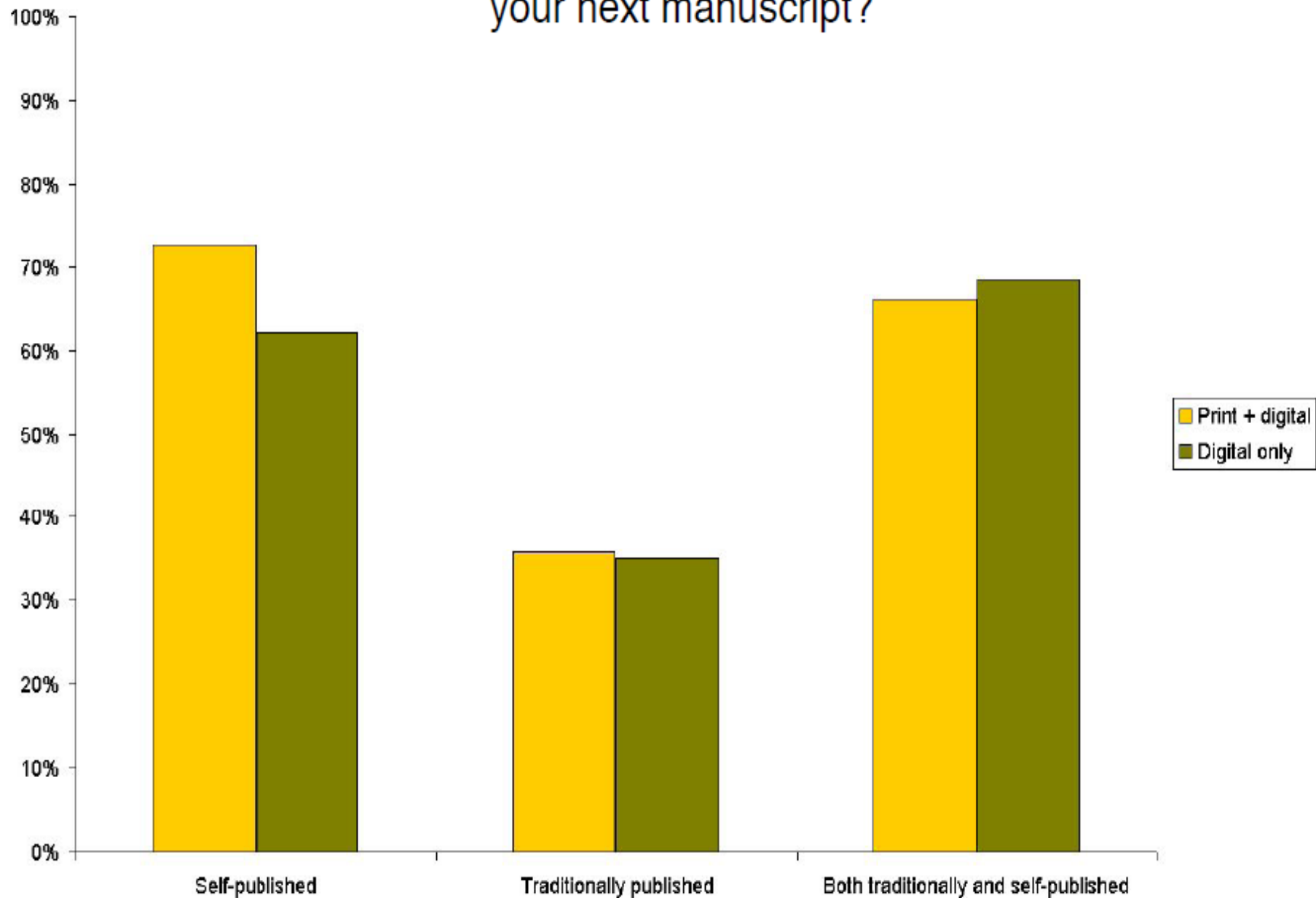
What is a fair royalty percentage for publishers to pay authors for ebooks?



I'm interested in publishing my next manuscript with a traditional publisher

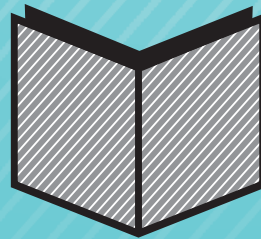


How interested are you in self-publishing your next manuscript?

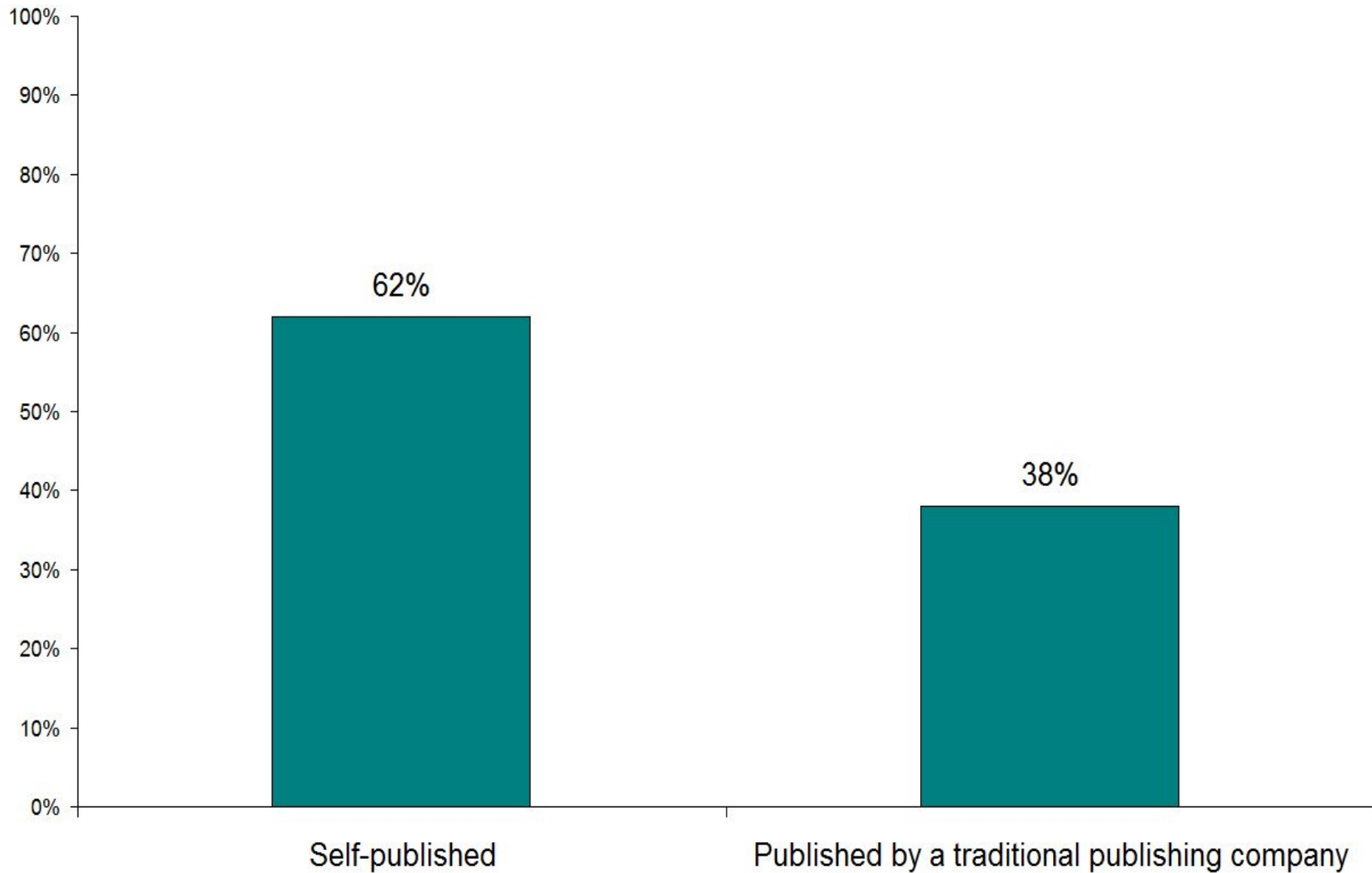


Hybrids in Depth

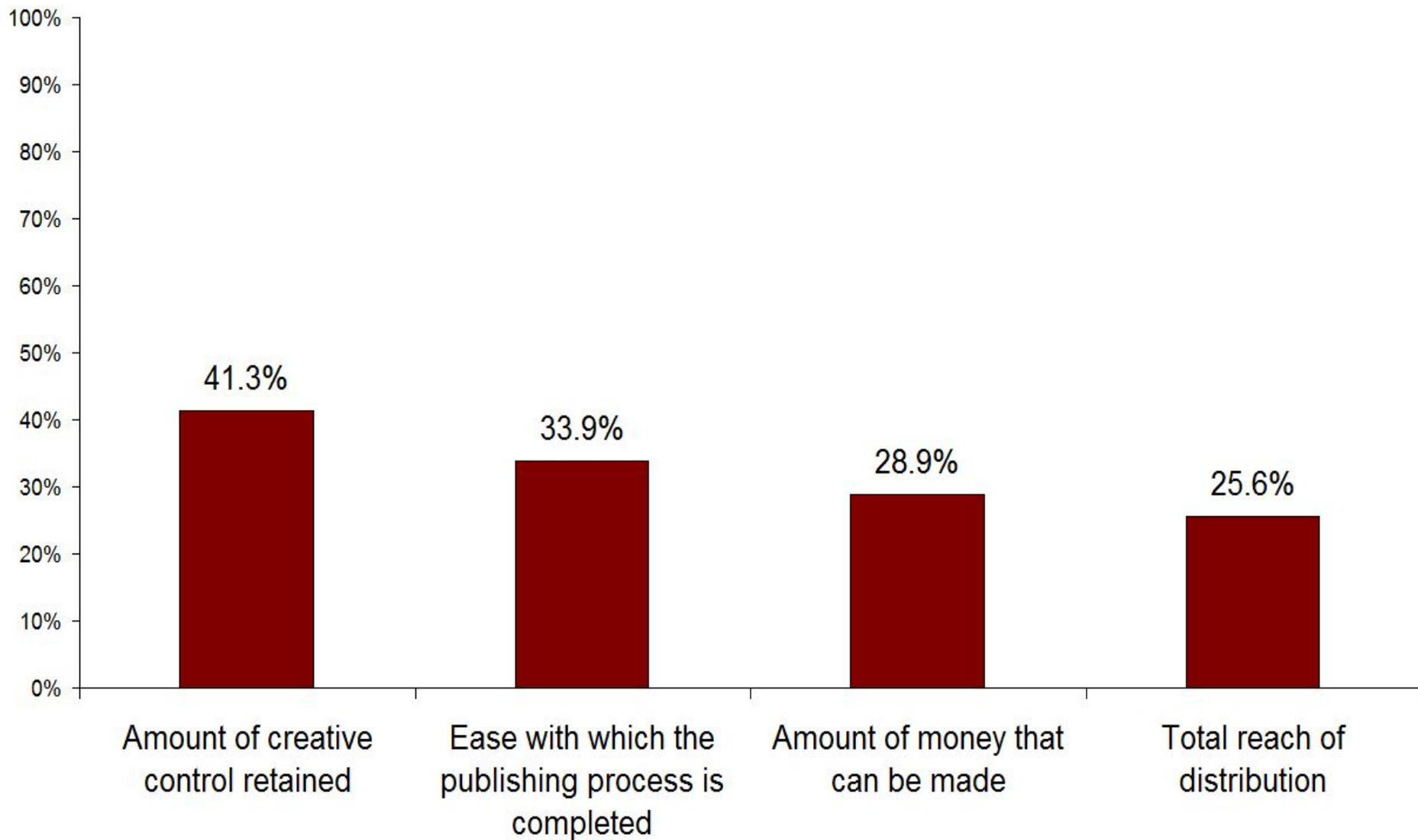
THE NEW STUDY



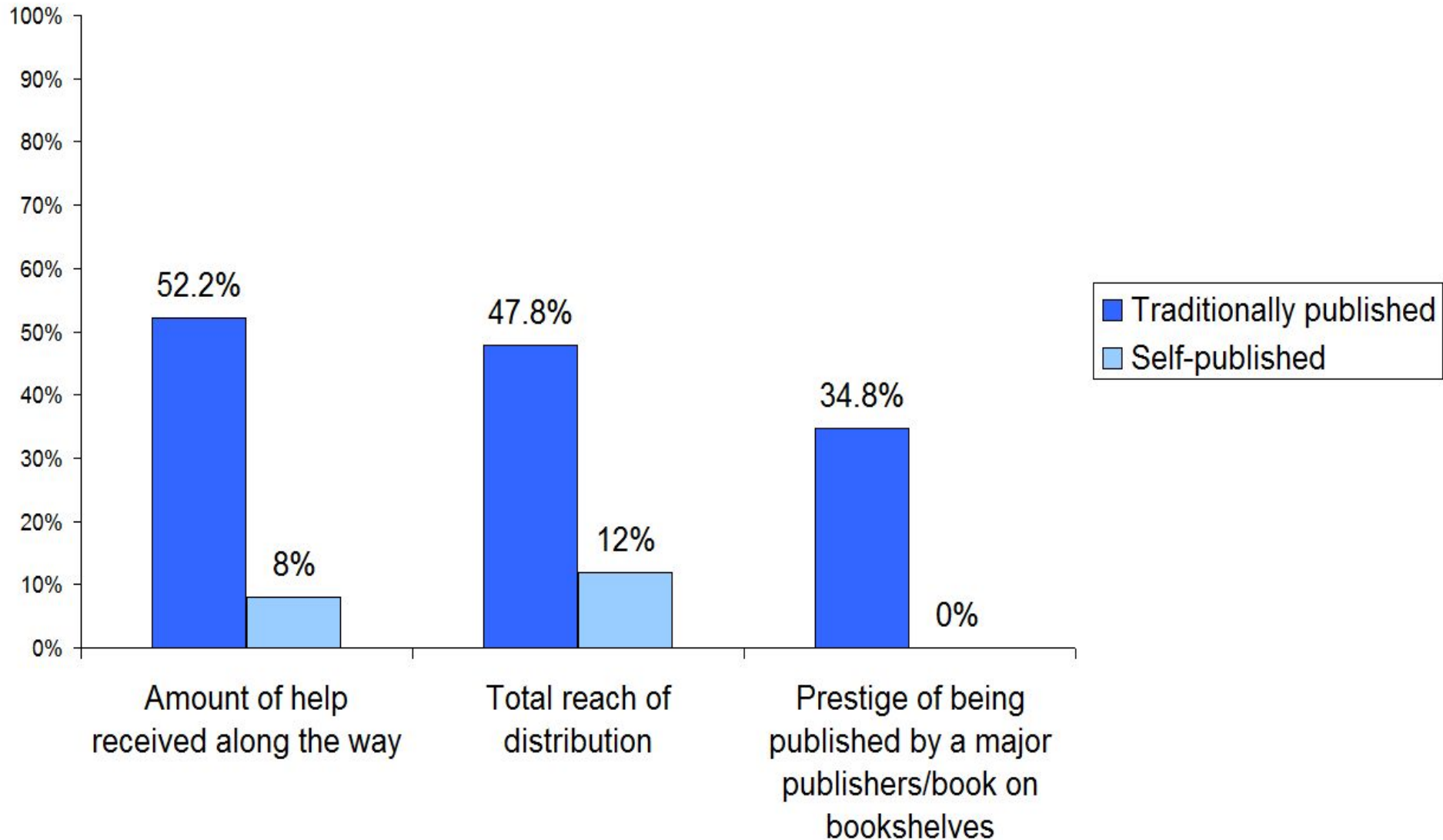
How did you publish your last book?



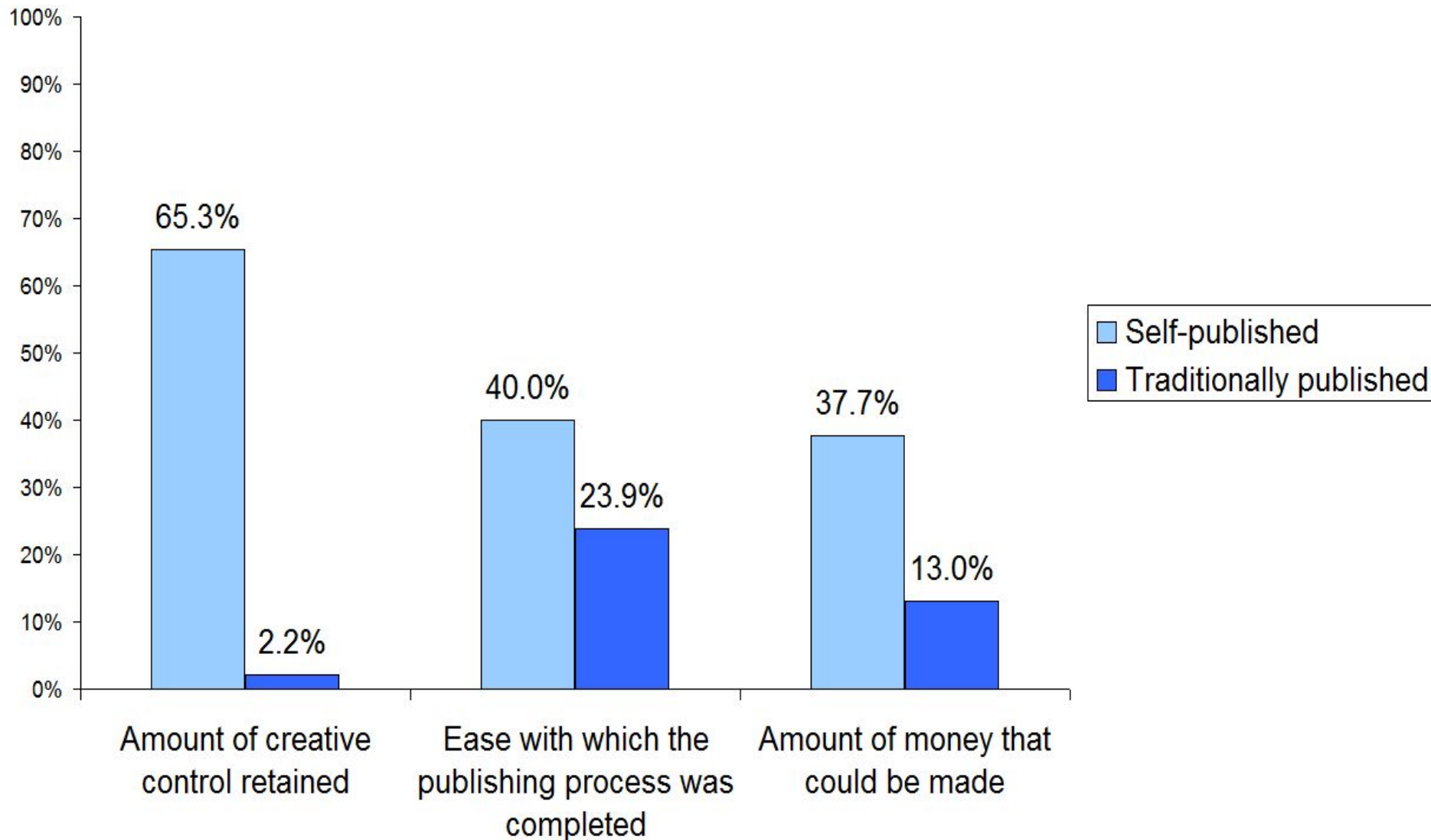
Why hybrid authors decided to publish their last book the way they did



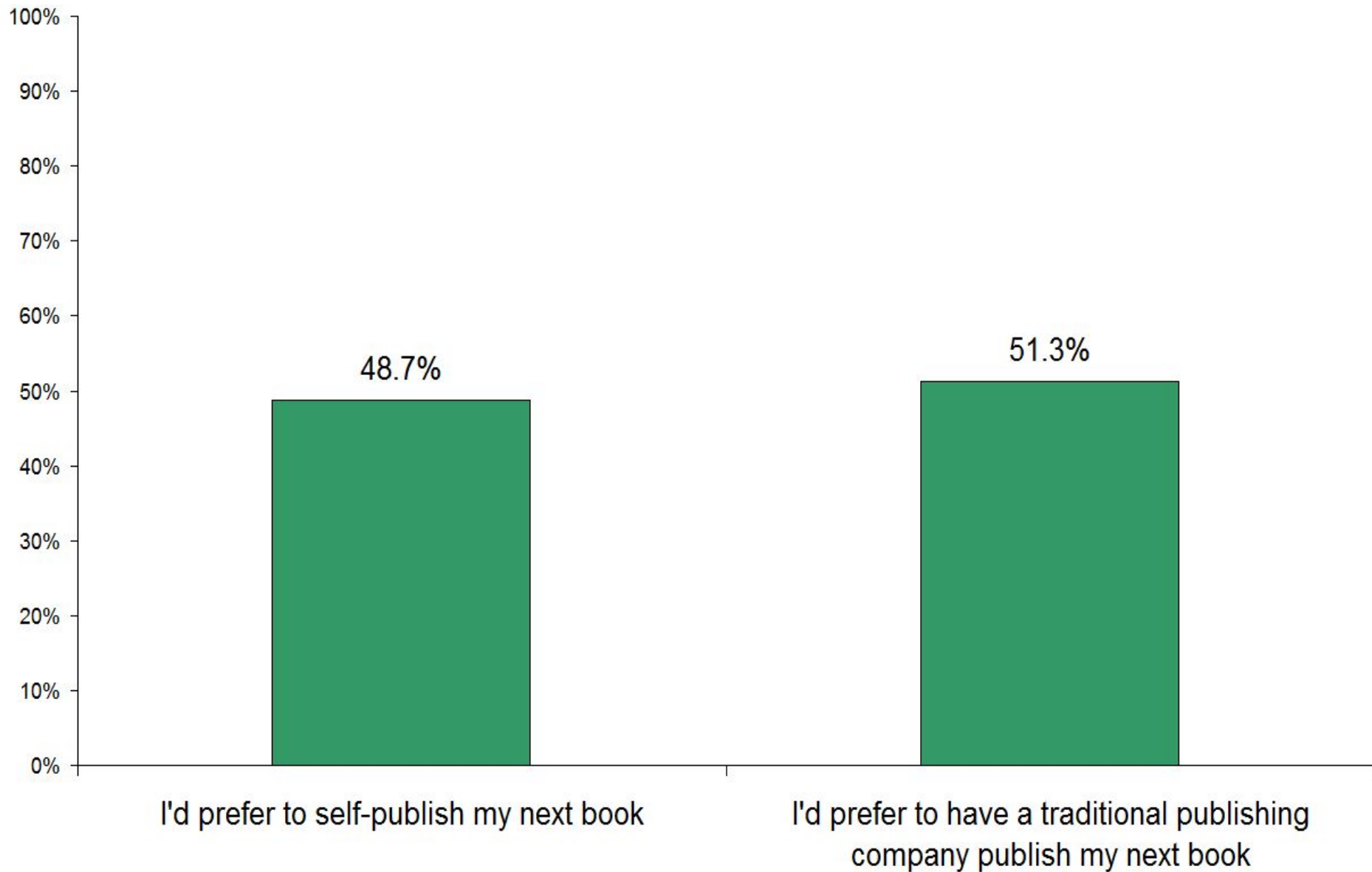
Top three reasons hybrid authors who traditionally published their last book decided to do so



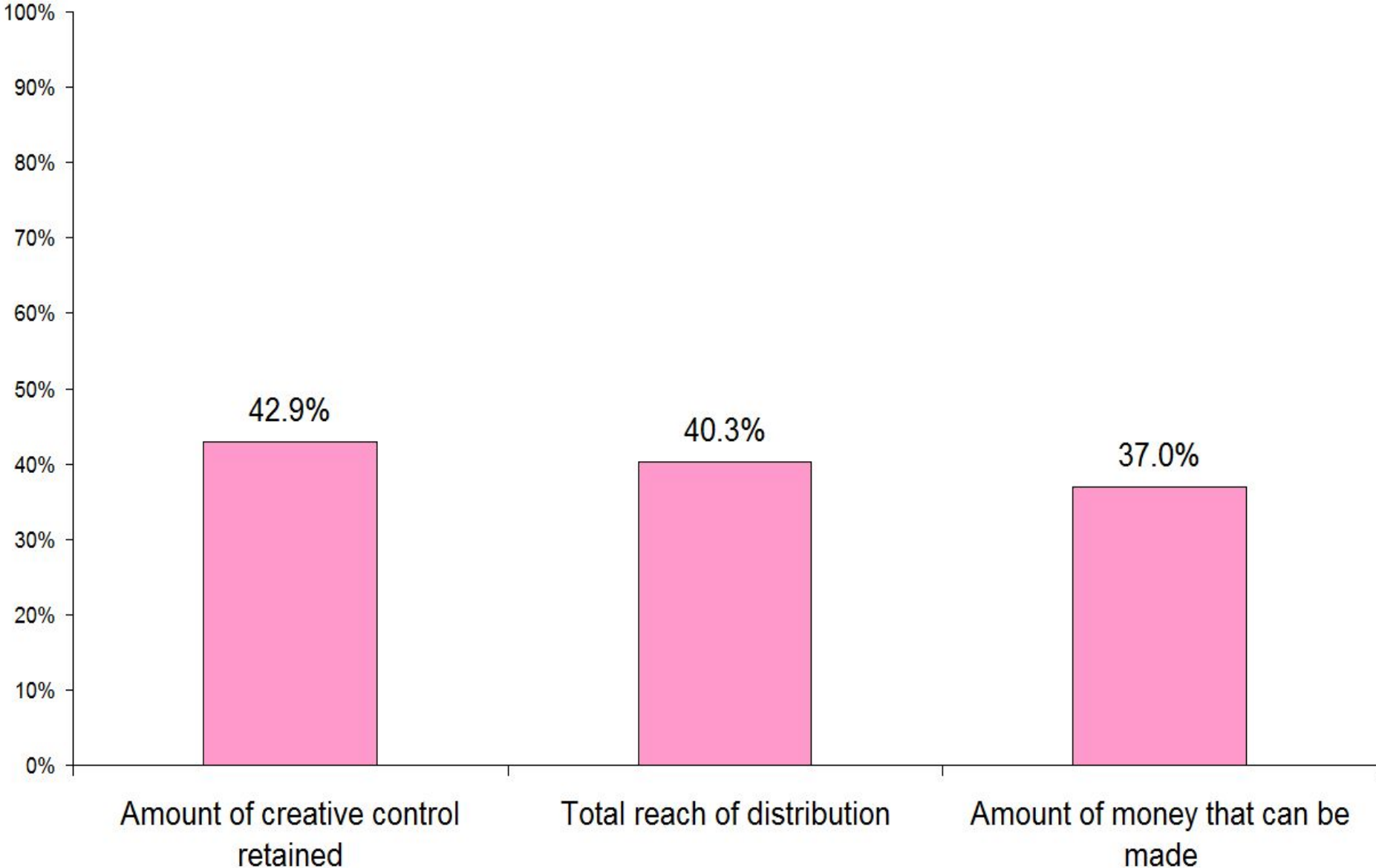
Top three reasons hybrid authors who self-published their last book decided to do so



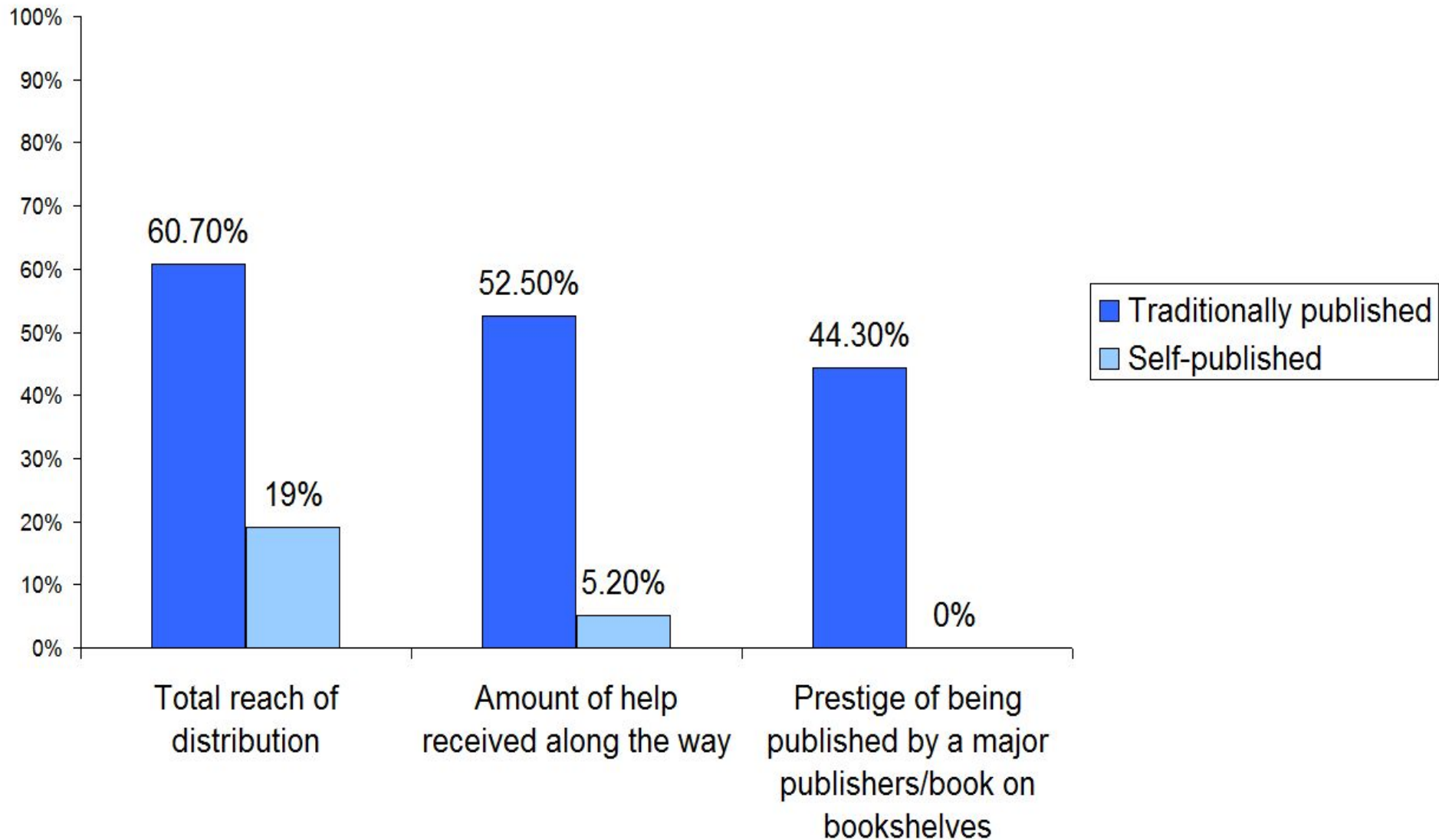
How would you prefer to publish your next book?



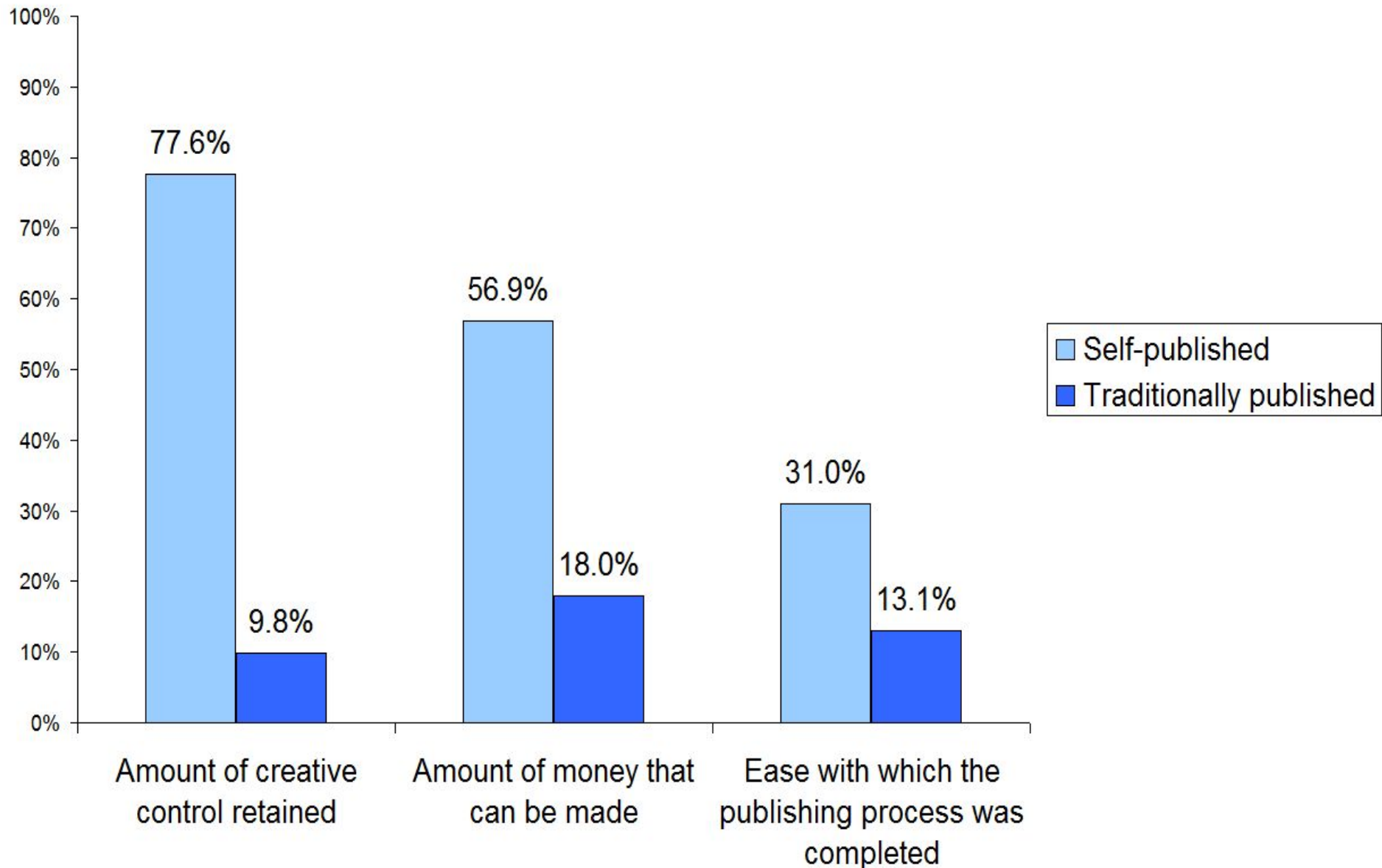
Why do you want to publish your next book that way?



Why do you want to traditionally publish your next book?



Why do you want to self-publish your next book?



THE COMPLETE REPORT



- **Do authors prefer lower advances with higher royalties or higher royalties with lower advances?**
- **What factors influence an author's decision to go with a specific self-publishing service or a specific publisher?**
- **What, if anything, do authors believe that agents have to offer in the self-publishing process?**
- **What should publishing companies do to attract and retain hybrid authors?**
- **Deep analysis of trends**

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