**Summary of Author Survey**

*Results reflect 51 total responses.*

Question 1: How many books have you self-published? (one answer)

* 1-2: 12 (23.53%)
* 3-5: 16 (31.37%)
* 6 or more: 23 (45.10%)

Question 2: Have you also published any books through the traditional route? (one answer)

* No: 26 (50.98%)
* Yes, 1-2: 7 (13.73%)
* Yes, 3-5: 18 (35.29%)

Question 3: Why did you decide to self-publish? (Check all that apply.) (multiple possible answers)

* More cost effective: 13 (25.49%)
* More control over content: 34 (66.67%)
* More control over marketing: 17 (33.33%)
* I wasn’t able to get my book published through the traditional route: 22 (43.14%)
* Other: 15 (30%)
  + My publisher didn't pick up my option and I wanted to finish series. That said, learning about self-pub was goal of mine.
  + I did not want to waste time trying to go traditional; I was republishing a series of newspaper columns.
  + More control over production and the production schedule.
  + I didn't want to wait years to get my book published.
  + Publishing contracts were getting unconscionable, and it took years to get one. As a self-publisher, I could set my own publishing pace, and I didn't have to worry about things like career killing non-compete clauses, dealing with agents, poor accounting practices, etc. typical of major publishers.
  + More streamlined process. Less turnaround time from finished product to release.
  + Wanted to try something new, move my career to the next level
  + Quicker to market
  + S\*\*tpiles more money
  + Incompetent agents
  + Dropped from publisher, went indie
  + I got the rights back from traditionally published books.
  + for promotional reasons
  + my agent hawked it to major publishers, they said no. It was Nonfiction; I didn't want to keep re-writing the facts that kept changing so I self pubbed
  + I write sweet romance and publishing houses weren't buying "sweet or clean" at the time. Now, of course, they are.

Question 4: If you have published both ways, which did you prefer? (one answer)

* Self-publishing: 11 (23.53%)
* Traditional publishing: 6 (11.76%)
* No preference: 7 (13.73%)
* N/A: 26 (50.98%)

Question 5: How have you marketed yourself and your writing to library professionals? (Check all that apply.) (multiple possible answers)

* I have asked librarians to consider purchasing my book(s): 23 (45.10%)
* I have made myself available to participate in author events or other programming: 29 (56.86%)
* I have asked professionals to review my book(s): 18 (35.29%)
* I have not taken the time to market myself to libraries: 7 (13.73%)
* Other: 29 (56.86%)
  + 1. I have donated copies of my books to libraries. 2. Friends have requested that their libraries purchase my books. 3. I purchased a "Library Book Bub" slot from Alinka; I have no idea as to its effectiveness.
  + Marketing to libraries is hard because each library system makes their own purchasing decisions. But it can be done. Just takes work and time, like everything else in publishing. If I continue to self-pub, might try to market to libraries more with each book.
  + I've asked my fans to request that their library carry the book. This has been the most effective of the above.
  + I do not know how to market my books to libraries
  + We donated copies of our book to several libraries in our region.
  + Libraries have no place in any of my marketing strategies.
  + media
  + Participated in library-directed promotions through IBPA (Independent Book Publisher's Association)
  + I donated a copy.
  + CWA Speaker’s Bureau
  + Have heard it would be a waste of time
  + Books available on Overdrive
  + Advertised in librarian journals
  + I submit ARCS of my books to library publications (Booklist and Library Journal) for review. Also, libraries like the large-print editions of my traditionally published books.
  + I donated a copy of my book to my library.
  + Donated to libraries
  + I have tried and my local library will not take self-published books
  + submit every title to Booklist (ALA), Kobo beta to libraries
  + I have donated my book to local libraries
  + Books are in Overdrive, email marketing, attend & display at conferences
  + Overdrive
  + I have asked my readers to ask their libraries to obtain my books. Also, I have a contract with a library distributor for my first two books.
  + I have given free copies of my books to local libraries
  + I got library sales because of positive reviews in Publishers Weekly
  + Contacted high school/home town libraries and where I live now. Currently in four libraries.
  + My readers are recommending my books to librarians who are then purchasing them.

Question 6: If you answered Yes to Question 5, please explain how much success you had. If No, please explain why you didn't market to libraries.

* Not much success and it's considerable effort to get 1 or 2 copies into each library.
* I have had excellent success in the local libraries, at least in my county and the adjacent county. A library much farther away was delighted to have my donated books after I participated in their "local author" fair. My success is very modest, but readers seem to genuinely like having a local author's work available. As I said regarding the "Library Book Bub," I have no evidence of success from that venue yet.
* Depends on how you look at it. Number of libraries stocking my self-pub book? Very low. Percentage of libraries I asked if they were interested in stocking my book that said yes? High.
* I got a few libraries to carry my book just by asking them to do so. However, some systems require you to carry a library card to request a book purchase, and I do not live in all these places! I did ask a professional organization in my field to review my book, sent them copies, and heard nothing and it went no where,
* Professional reviews and asking libraries to carry my book has not been very effective unless the library is small. I can't even get them to carry it when I donate it. However, participating in author events gets me considered. The MOST effective way is to get fans to ask their library to carry it. I've had fans report back that with just ONE request by a library patron, not only the book but the series has been purchased.
* I want to get my books into libraries but don't know how - what the process is, who to contact, etc.
* We were well received by the library staff. One library has offered to contact us for an 'author talk' in the future, but nothing has been arranged yet.
* Got some good publicity at local libraries.
* I've donated copies of my books libraries
* Not worth my time.
* no
* I'm in more than 20 US libraries and 1 in New Zealand as well as 1 in the Netherlands.
* My marketing skills are nil. Plus I wouldn't know how to begin to market to libraries.
* My biggest sales have been through library events
* I think you mean question 5, as I haven't hit question 7 yet. My library does carry my books. I was told to expect an invite to a particular local author event this September, but formal invitations don't go out until July.
* I was refused by MY OWN library! The good-librarian said Thank you, while the bad-librarian said they only accept books that are on "the list".
* Moderate success.
* I’ve heard it’s very difficult to get a librarian to consider self-pubbed books
* I do no have any figures.
* From what I've heard, they aren't likely to buy & stock my books, even though they're available in print and I'm multipublished conventionally. I am not interested in donating my books to libraries.
* My books are in some libraries. It's difficult to track all of them.
* I have been very successful in getting my books, self-published or traditionally published, in to libraries. WorldCat gives evidence of this.
* A few months after I donated the book, I checked the library catalog to see if it was in circulation. It wasn't, so I guess I'll never do that again.
* M/A
* I have... You mean Question 5?
* #1 to libraries for first several months of Kobo's beta. Get a google alert every day or two of being added to library catalogs
* Every local library that I offered my book to, took a copy
* Not a lot of success. Even with Overdrive and conferences, libraries are still a holdout and want reviews. But most review channels are closed to me.
* Libraries have limited shelf space and prefer to stock copies of books requested by patrons. Similar issue with Overdrive: they buy what their patrons ask for.
* Since most of my school and library purchase go through the distributor, I don't have an accurate account. Although sales were brisk at first, by this point the books have been out several years, sales are in the single digit per month range.
* moderate success
* One library bought one copy of one of my books.
* Libraries on a wide scale are an almost impossible nut for indies to crack.
* Love libraries, appreciate those that bring in authors for workshops and signings because we do well when presenting. Am attending the Louisiana Library Assn Conference tomorrow in their Author Alley, and appreciate that so much.
* I haven't marketed yet, but I will via Overdrive soon.
* I've had libraries purchase my ebook for Overdrive
* Librarians only seem to want reviews from respected journals. I have also sold because a library patron asked for the book.
* I participated in a book fair at a library and so that library bought one of my books. Same experience at 2 other libraries.
* I'm in the libraries, but it has not improved my "success," as far as a marketing tool.
* Not that interested. I use overdrive for my ebooks.
* Some success. I've given a class to teen writers at a library, participated in a library-sponsored Dog Days of Summer program, and held book signings where I give some of the proceeds to the library. I have some indie titles all over the world in libraries.
* Yes, I approached local libraries and explained my bestseling statistics and provided free copies to them for their various branches. I also participated in several fun events.

Question 7: How have library professionals tried to contact you regarding your book(s)? (Check all that apply.) (multiple possible answers)

* They wanted to purchase my book(s): 7 (13.73%)
* They wanted me to participate in a program: 17 (33.33%)
* They wanted to write a review of my book(s): 1 (1.96%)
* No library professionals have contacted me about my book(s): 27 (52.94%)
* Other: 9 (17.65%)
  + I contacted my local library, wanting to participate in their local author book fair. The farther-away library event happened because a good friend (also an author) is the mother of one of the librarians. A recent invitation came through "contact me" on my website.
  + I'm part of a independent writers association who has made themselves known in the Pacific Northwest. WE approach libraries, suggest programming, and volunteer to run it. They allow us to bring our books to display. After about a year of consistent programming every quarter they have purchased the books that seem to get the most interest from these events.
  + I've been asked to participate in a booksigning. However, I would have to bring, sell and collect the taxes on my own books, and I don't do that.
  + They order directly through my distributor, so I don't have these metrics.
  + They wanted suggestions on how to shelve the books appropriately.
  + Most libraries go through my distributor. I have had very few libraries contact me directly.
  + They purchased my ebook
  + I had "library outlet" selected for most of my books on Smashwords, just one of the sites I sell books at, but somehow had unselected a couple of titles. I received a note from SW that a library contacted them to see if I would offer the other books in the series.
  + I've only had my local library contact me because a reader asked for my books.

Question 8: What could libraries do to help you as an author?

* Carry the books, particularly the entirety of a series, rather than erratic pieces of multiple series.
* More author programs! Panels, discussions, host book clubs with the author present, book fairs, STOCK OUR BOOKS.
* SELF-e is a start. Anything that would make approaching the many libraries easier, more efficient, and relatively inexpensive would be great. Draft2Digital allows users to publish on OverDrive. What about CloudLibrary? Is there any way to let libraries know that digital versions of our books are available on those platforms other than through Library Journal? Personally, I'd love a list of Collection Department contacts who are actively looking for books in my genre.
* Invite authors to give programs. Open up requests for purchasing online so authors from other geographic regions can propose their books. Consider the ebook for overdrive.
* I think that's the wrong question. It should be what can I do to help libraries.
* Publish instructions on how to get books into the libraries. We have approached several libraries about readers' groups they host. Unfortunately they only facilitate the groups, and don't recommend books for the readers. They could reach out to local authors do enhance author-reader interaction.
* Coordinate signings, order books, consider me for panel discussions for writers.
* Offer to host me
* I don't know if they can. I can help them by selling them books at rates lower the trads, and give them licenses for ebooks that trads can't, but the ROI for my time is negative.
* Well, my local library (the St. Louis County library) refuses to purchase any self published books because whoever is in charge of acquisitions believes they are substandard. And this is even though my books are all Self-E Select and have been endorsed by Library Journal. So changing those attitudes would be great.
* Maybe have a program to invite authors to come in and display their works, talk about the writing/publishing process.
* Suggest me for their book clubs, purchase my books for their inventory
* Better learn which available self-publishing services they forward to local self-published authors are legitimate versus those which are scams.
* Carry my book. I have been contacted by multiple libraries regarding indy author fairs. I rarely participate--no one comes! You end up selling to your peers. And buying theirs. After a while, all your peers already have your book!
* Any publicity for authors and books to patrons would be helpful.
* I have no idea
* Be more open to reading reviews of indies & stocking books in genres (such as mysteries) that their patrons like.
* Make my books available to readers.
* Be more open to self-published books by established authors.
* Libraries could at least pretend to be interested in me as an author since we're all in the business of books and reading.
* Buy my books for their libraries to reach more readers
* Make it clear how indie authors can get their books into their libraries
* Allow for self-published books
* ?
* Ask (put pressure on) review journals to be open to self-published books. Buy my books. By my ebooks.
* More 'local author' events, perhaps.
* Continue to listen to patron requests. Also, hopefully they pay attention to some of the indie consortiums that are displaying at the library conferences. (See my blog post about this at the recent ALA midwinter conference - https://romancingthegenres.blogspot.com/2018/02/indies-libraries-together-in-midwinter.html) Big thing would be to see about changing their collections development requirements which often serve to prohibit the purchase of Indie books.
* buy my book and allow me todo presentations and/or author events
* Give us a manual about how best to market to and attract them.
* I've enjoyed being part of author events and panels at my local library.
* What they are doing now — reviews, events, signings, workshops, and book clubs — is awesome. More of the same? It would be nice if libraries would support local authors as much as possible, maybe chose their books more in book clubs?
* Promote all books, regardless of how they are published.
* I'd love it if I could get all my books in Overdrive easier
* no idea.
* Really they just provide the venue. I had to "find" my audience. That is, I had to promote it to my contacts. No one likes to talk to empty seats.
* I haven't really made a huge effort, but one library has kindly displayed the book in their "Local Authors" section.
* Hand sell
* Often libraries have poor budgets and they carry what they can for readers. When budget cuts come down, oftentimes libraries take a hit. I look at it more as what can I do for a library and reaching readers who might not ever get the chance to read my books otherwise.
* They could put our books on display stands for local authors to get us noticed. Have us run programs for readers too.

Question 9: On a scale of 1 to 10 stars, with 1 being Poor and 10 being Great, how would you rate the current relationship between library professionals and self-published authors?

* 1: 5 (9.80%)
* 2: 3 (5.88%)
* 3: 13 (25.49%)
* 4: 5 (9.8%)
* 5: 8 (15.69%)
* 6: 4 (7.84%)
* 7: 6 (11.76%)
* 8: 5 (9.80%)
* 9: 1 (1.96%)
* 10: 1 (1.96%)
* Average: 4.61