

# **Appendices**

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## **Appendix 1 - Survey Answers**

Whilst developing Simply Written I wanted to conduct some research into how people viewed the book publishing world, and what they thought a tool like Simply Written would be worth to them. Working with Tami Olsen and Kyle Gawley we put together a series of questions that we would like answered and then, using Tami's connections in the world of writing, targetted a selection of authors and had them answer the questions anonymously.

This provided us with useful insight into the world in which I am becoming involved, whilst ensuring that no personally identifying information connected answers to individuals. it also provided useful insight from a specific target audience. The following are a selection of answers we received from people filling out the survey.

**1. Have you ever published a book before?**

I have not, though I have assisted in trying to get a book published for my Aunt.

**2. If so, was it digital or traditional?**

Digital.

**3. What tool(s) did you use for publishing to a digital format, and how was your experience using these?**

I used adobe Illustrator to put together the art and grid lines for her art book (it was a garden journal prototype) to make a PDF.

**4. Where did you publish your book(s)?**

We attempted to do so through Lulu with limited success.

**5. How did you promote your book(s)?**

We weren't able to publish it, unfortunately, but we were looking to promote it through art shows and my aunt's website.

**6. What tool(s) do you use to compose/edit your books?**

Adobe illustrator.

**7. Do you consider any of the following when writing: Book length, Chapters, Word count**

Yes, Lulu and other online publishers had some very tricky cost per page to work through, so we needed to

**8. How much would you pay for an online tool that would allow you to write and edit your books from anywhere, on and device, and store them safely?**

Personally a few dollars a month, depending on the services offered.

**9. How important do you feel a cover is for your book?**

Very important.

**10. What services would you expect from the tool as a publishing aid?**

Essentially a very detailed preview window that shows me exactly how many pages the book will be in print form; for my aunt's garden journal we were unable to find out how many blank pages between the cover and the start of the journal section that lulu was going to place in so that would be helpful. Also, detailed info on cost of pages and quality of paper.

**11. What additional services would you utilize if offered at additional cost?**

I can't say for sure.

**12. What genre of books do you write?**

I'm a big fan of sci-fi, so I've attempted to write books/short stories/novels in that genre.

**13. What distribution options would you pursue after self-publishing your book?**

Not sure, but at least online distribution like Amazon would be something I'd look into.

**1. Have you ever published a book before?**

Yes

**2. If so, was it digital or traditional?**

Traditional

**3. What tool(s) did you use for publishing to a digital format, and how was your experience using these?**

Microsoft Works

**4. Where did you publish your book(s)?**

France

**5. How did you promote your book(s)?**

N/A

**6. What tool(s) do you use to compose/edit your books?**

Microsoft Works

**7. Do you consider any of the following when writing: Book length, Chapters, Word count**

No

**8. How much would you pay for an online tool that would allow you to write and edit your books from anywhere, on and device, and store them safely?**

\$10.00 a month

**9. How important do you feel a cover is for your book?**

Very

**10. What services would you expect from the tool as a publishing aid?**

Everything

**11. What additional services would you utilize if offered at additional cost?**

Publishing to iBookStore, Kindle and nook

**12. What genre of books do you write?**

Sci-fi Fantasy

**13. What distribution options would you pursue after self-publishing your book?**

E-publish and traditional

**1. Have you ever published a book before?**

Yes 2 of them.

**2. If so, was it digital or traditional?**

Digital and Print

**3. What tool(s) did you use for publishing to a digital format, and how was your experience using these?**

I used publishing companies that handled it for me.

**4. Where did you publish your book(s)?**

Wings-press and Createspace.

**5. How did you promote your book(s)?**

Poorly

**6. What tool(s) do you use to compose/edit your books?**

I use a computer and a vivid imagination to compose and have an editor who tells me I need to re-write it.

**7. Do you consider any of the following when writing: Book length, Chapters, Word count**

Yes to all

**8. How much would you pay for an online tool that would allow you to write and edit your books from anywhere, on and device, and store them safely?**

I don't know until I understand the actual tool and its value.

**9. How important do you feel a cover is for your book?**

Very

**10. What services would you expect from the tool as a publishing aid?**

I don't know until I understand the actual tool and its value.

**11. What additional services would you utilize if offered at additional cost?**

Marketing solutions that actually work.

**12. What genre of books do you write?**

Mystery/suspense

**13. What distribution options would you pursue after self-publishing your book?**

I would pursue all available and see what would actually work. So far very little does.

## **Appendix 2 - Get Invited Ticket**

As a part of developing Get Invited we needed to be able to generate tickets for attendees. The following is an example of such a ticket.

PLEASE BRING THIS TICKET WITH YOU TO THE EVENT

<b>David Turner</b>		<b>#8423</b>
Event	The '12 Days of Christmas' Refresh Xmas Special	
Date	Monday 17 December 2012	17:00
Location	The Black Box 18-22 Hill Street Belfast BT1 2LA	