

NEW YORK TRIP EVENTS AND MARKETING QUESTIONNAIRE

Market

Briefly explain your market:

Population / Location / Demographics, etc., anything to give publishers a good sense of your customers are

Social Media

Facebook, Twitter, Instagram, Pinterest, Tumblr, email list, membership list

Be specific and include anything- and everything! about your complete outreach numbers

Venue Options

List all venues you have access to, and the audience capacities for each venues

If you do school visits, list schools and school sizes

History of your Bookshop

Include a very brief history of your bookshop and include any highlights. Family owned?

How long? How many locations do you have?

How many employees?

How often do they submit to "Indie Next" Any blurbs chosen?

Who are your customers and what are they buying?

Events

How many author events have you done - yearly / overall

Estimate attendance numbers at each event noted above

How many events do you do in a month?

Estimate amount of books sold (include backlist if possible)

Include any notable author events- what was your biggest event, and why was it successful?

Do you do event ticketing?

How far in advance do you book your events?

Who are your competitors in terms of events?

What sets you apart from others in the area in terms of events?

What local media or ~~that~~ has the most effect in getting people to your events?

What publisher-provided materials have been effective for you? What would you like to see more of?

Please list both successes &/or challenges you've had with events for midlist authors?

Media

Do you partner with local radio, local TV? Please list any newspapers you have a relationship with, and include their outreach numbers

What is the most effective media that brings people into your store?

Partners / Conferences

List any and all partnerships or conferences you are a part of (charities / libraries / social clubs / authors / literary festivals etc. Briefly describe their impact on your sales

Which bestsellers lists do you report to?

Do you hold book clubs or other reading groups? How many and what is the attendance