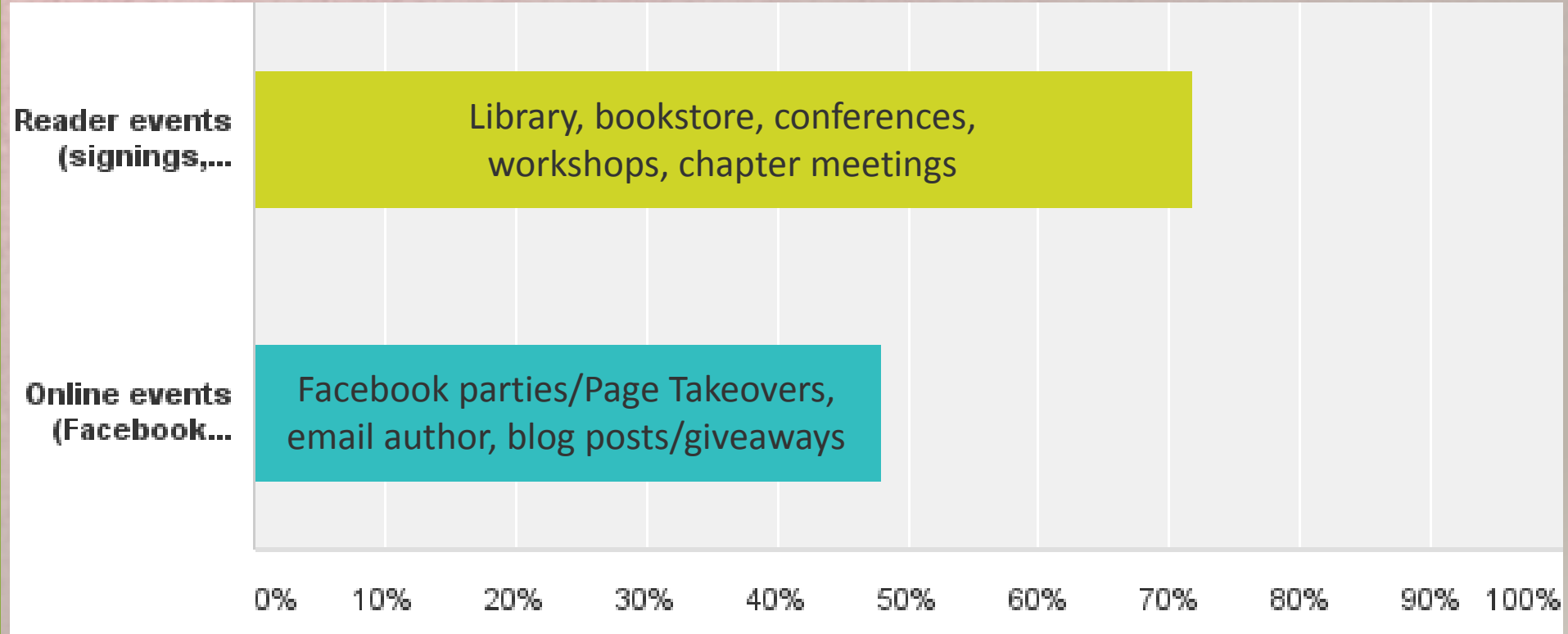


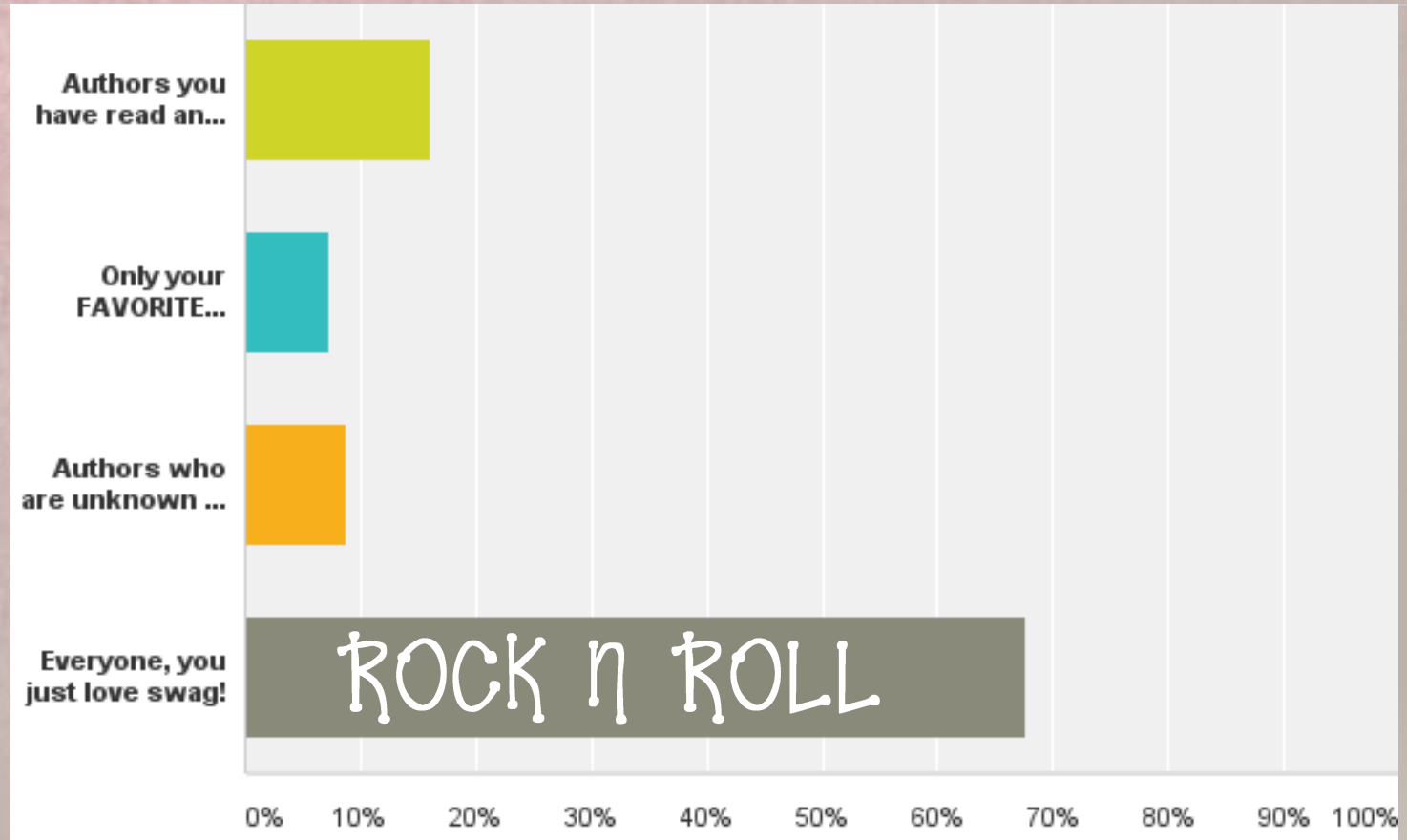
Swastika

At the  
center

## Q1: As a **READER**, where do you collect swag?



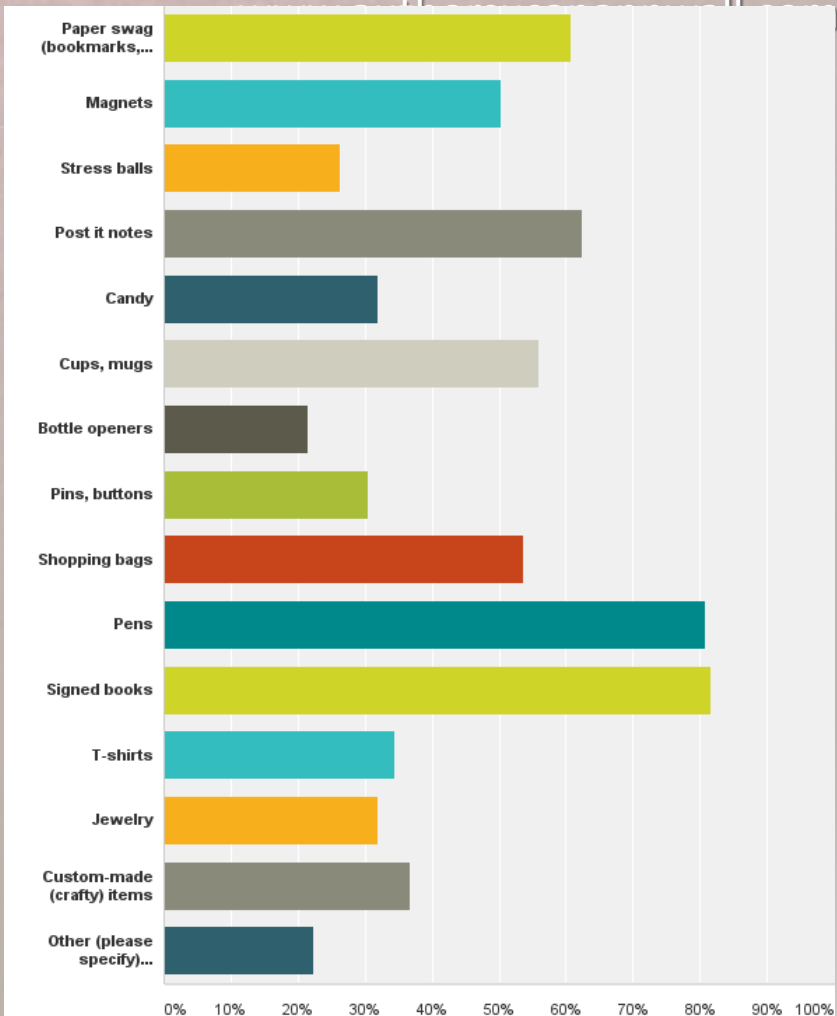
## Q2: As a reader, do you collect swag from:



ROCK n ROLL

### Q3: As a reader, what kind of swag do you collect?

- Useful items
- Ebooks
- Notebooks
- Cups/Mugs
- Author postcards
- T-shirts
- Jewelry
- Chapstick
- Lotion
- Themed to a book
- Signed book
- Measuring spoon
- Pen drives
- Key chains
- Travel brushes
- **Gift cards**
- E-Readers
- Magnets
- Band aid dispensers
- Highlighters



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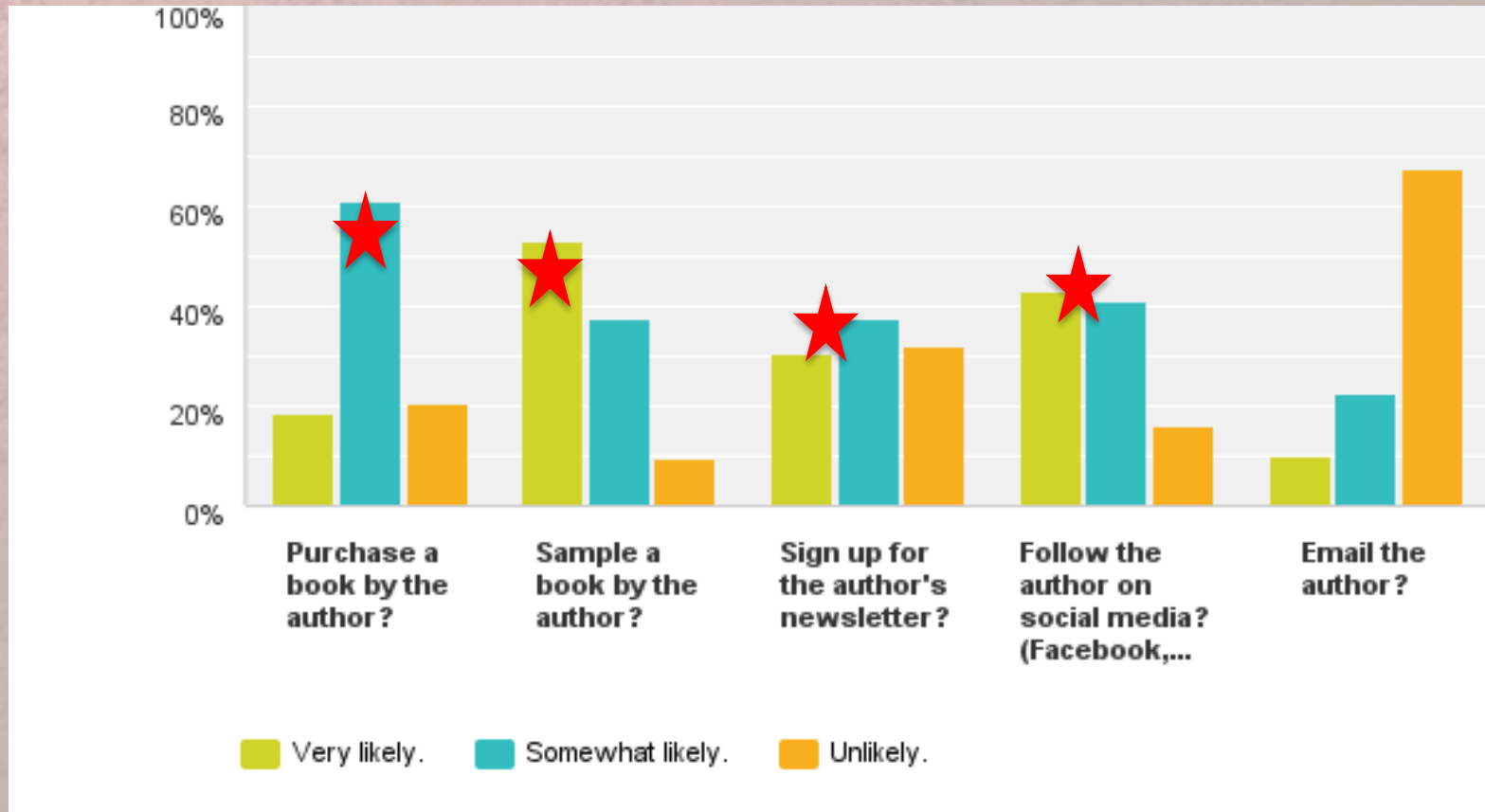
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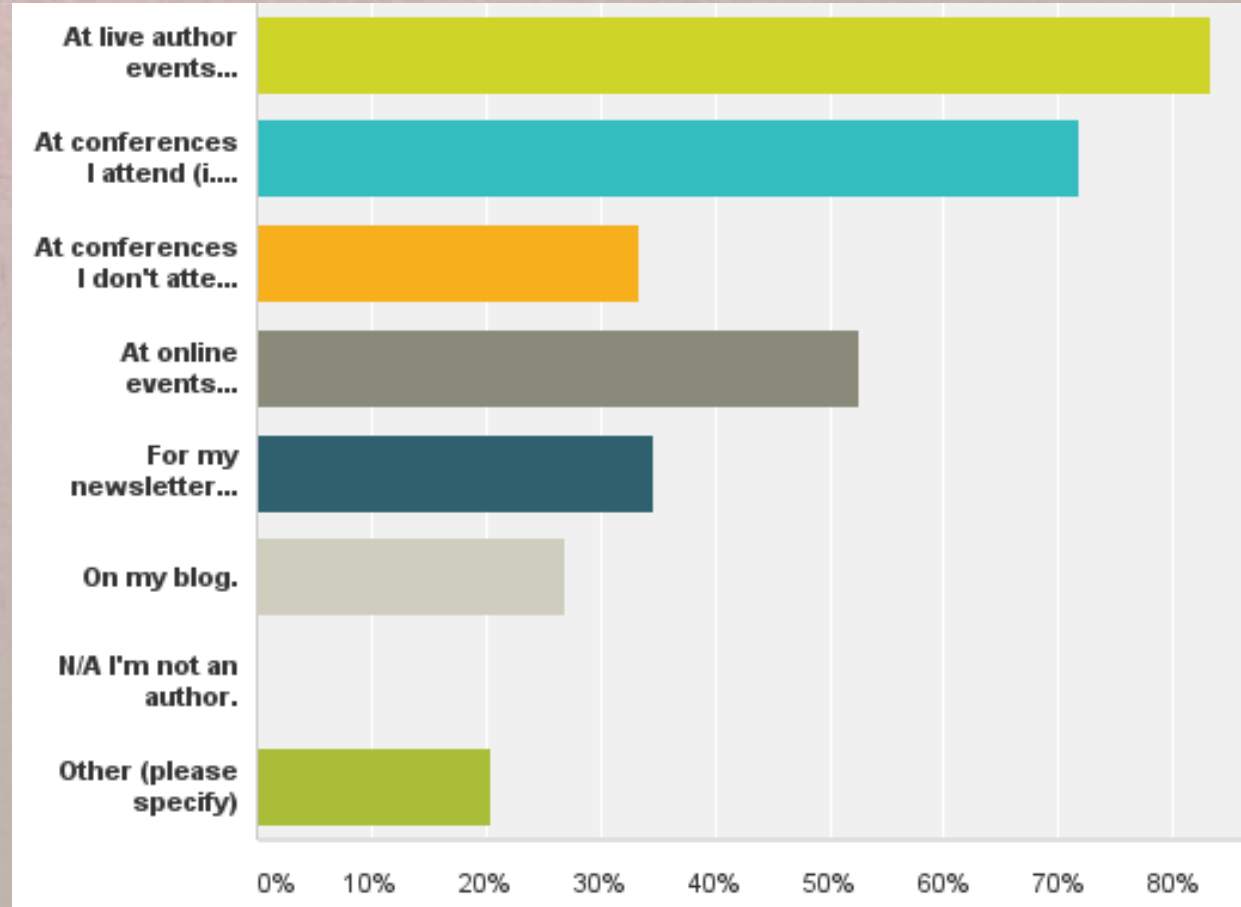


**Q4: As a reader, when you collect swag from a "new to you" author, how likely are you to:**



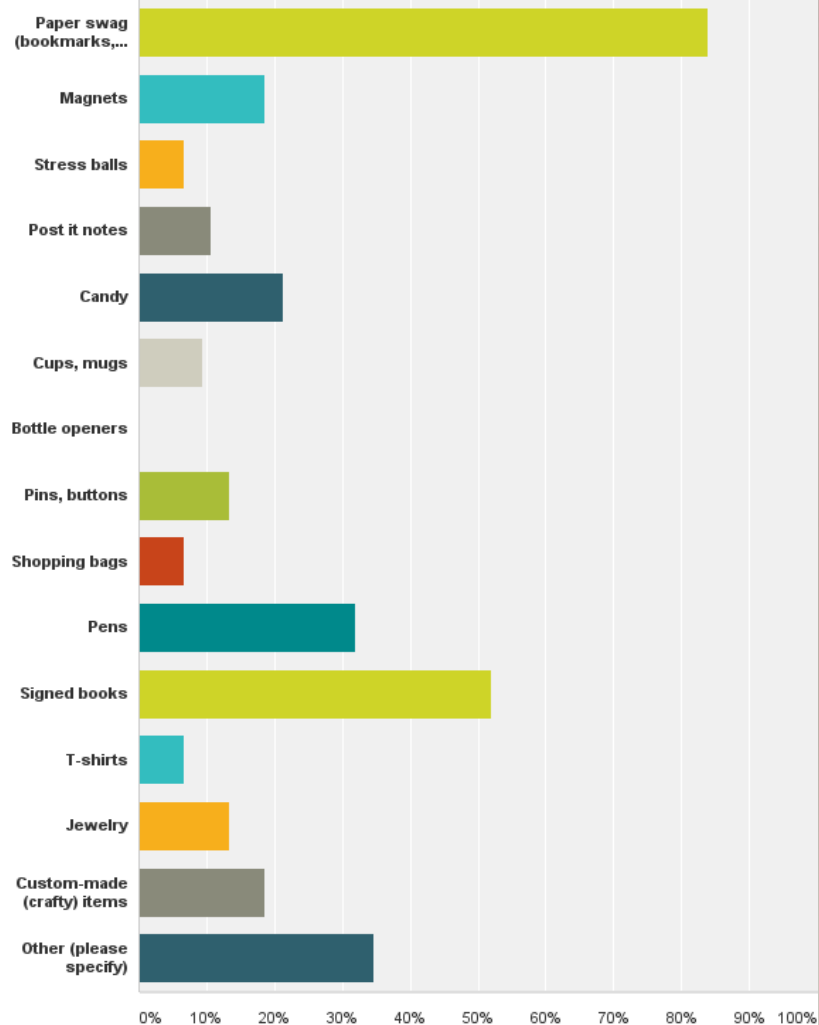
## Q5: As an **AUTHOR**, when do you give away swag?

- Birthday presents on fan page
- Bookmarks in signed books
- Facebook group contests
- Bookmarks in **random places**



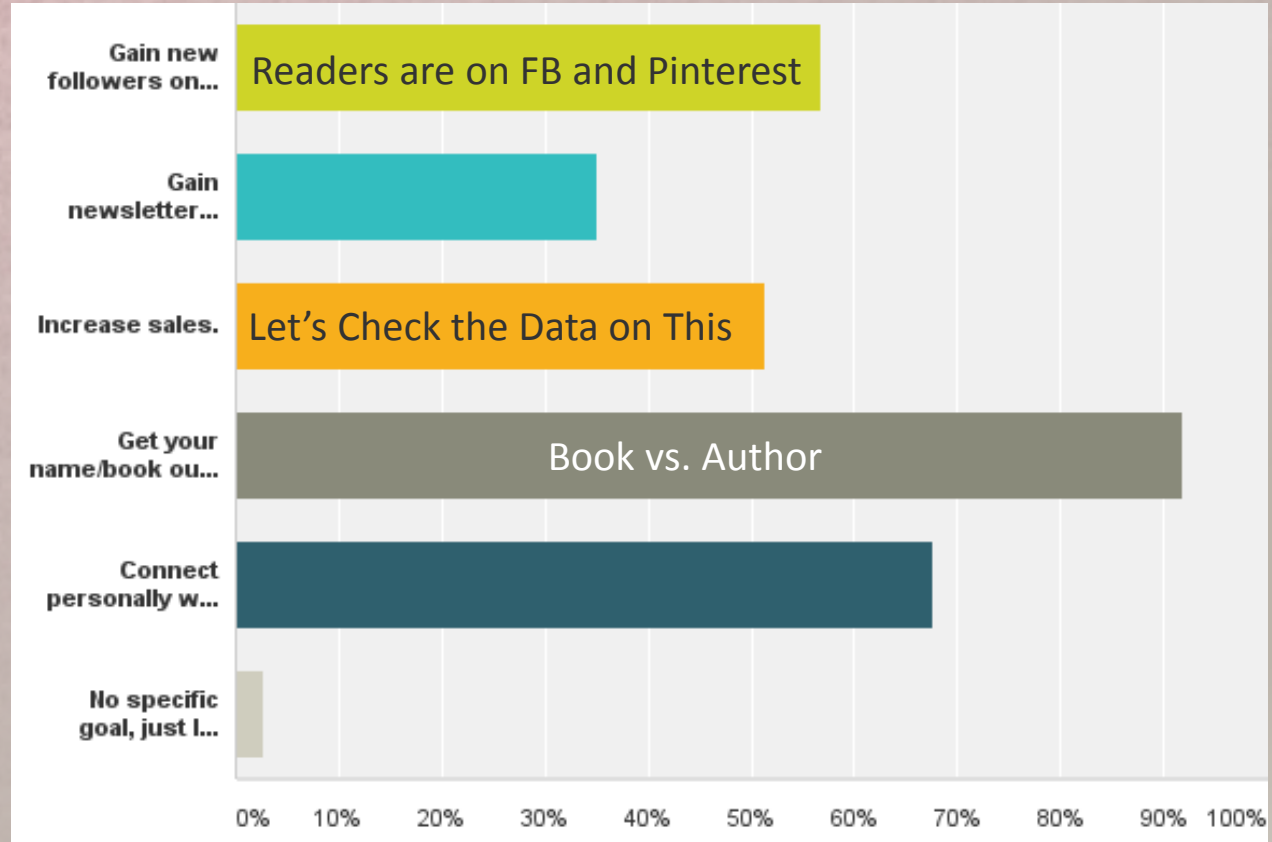
## Q6: As an author, what kind of swag do you give away?

- Koozies
- Signed bookplates
- Book bags
- Seed packets
- Small notebooks
- Pocket mirrors
- Free book downloads
- Letter openers
- Other's books
- Theme related small toys
- Water bottles, flowers
- Chapstick
- Hand sanitizer
- Thumb drives
- Mouse pads
- Calendars
- Rubber ducks
- Mints in tins
- Beach bags
- Embroidered bags
- Pictures of book covers
- Designer bag filled with goodies
- Key chains
- Coasters

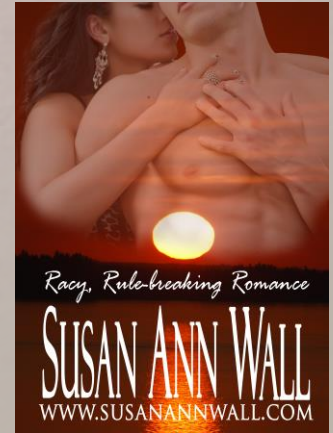
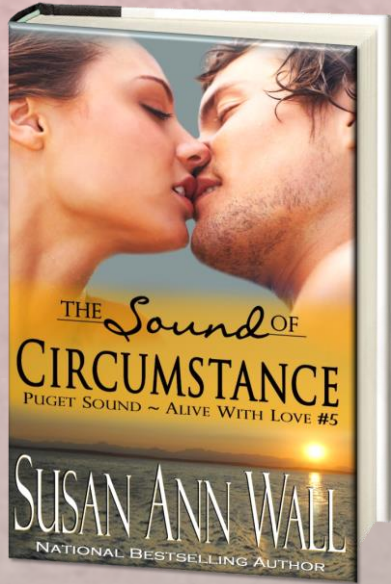




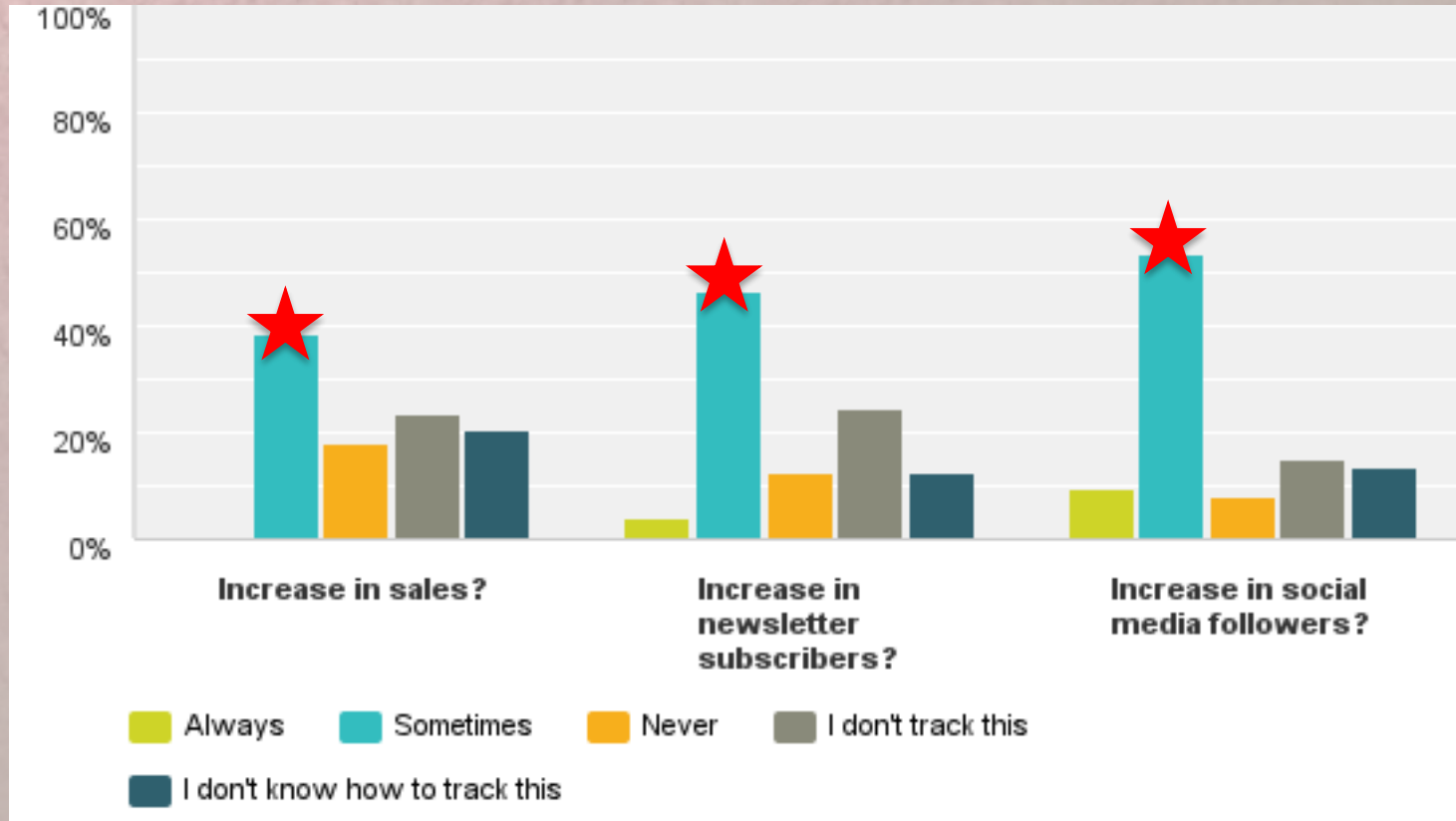
## Q7: As an author, what is your goal when giving away swag?



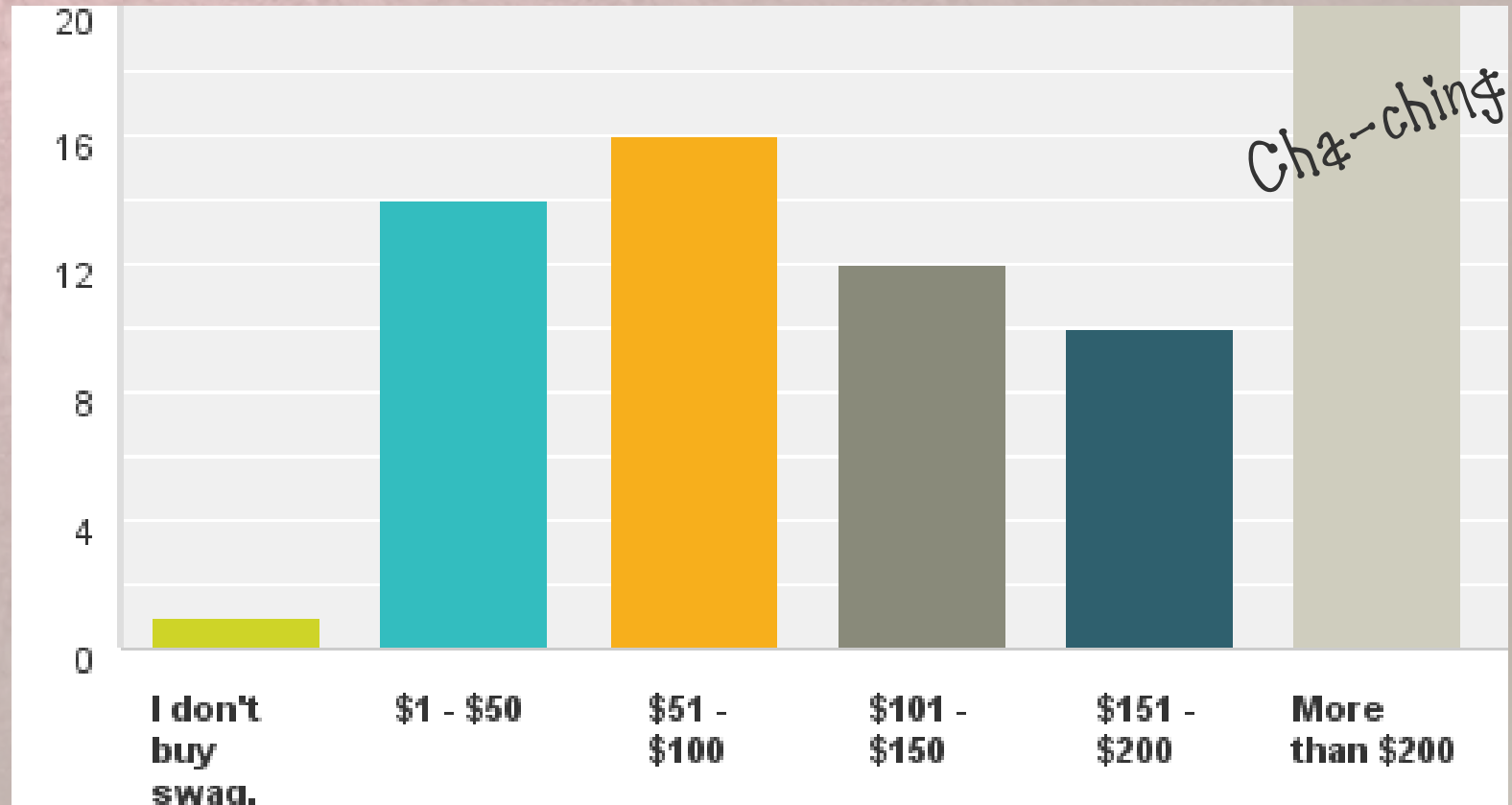
## Book vs. Author Swag



## Q8: As an author, when you give away swag, have you noticed:



### Q9: As an author, how much do you spend on swag each year?

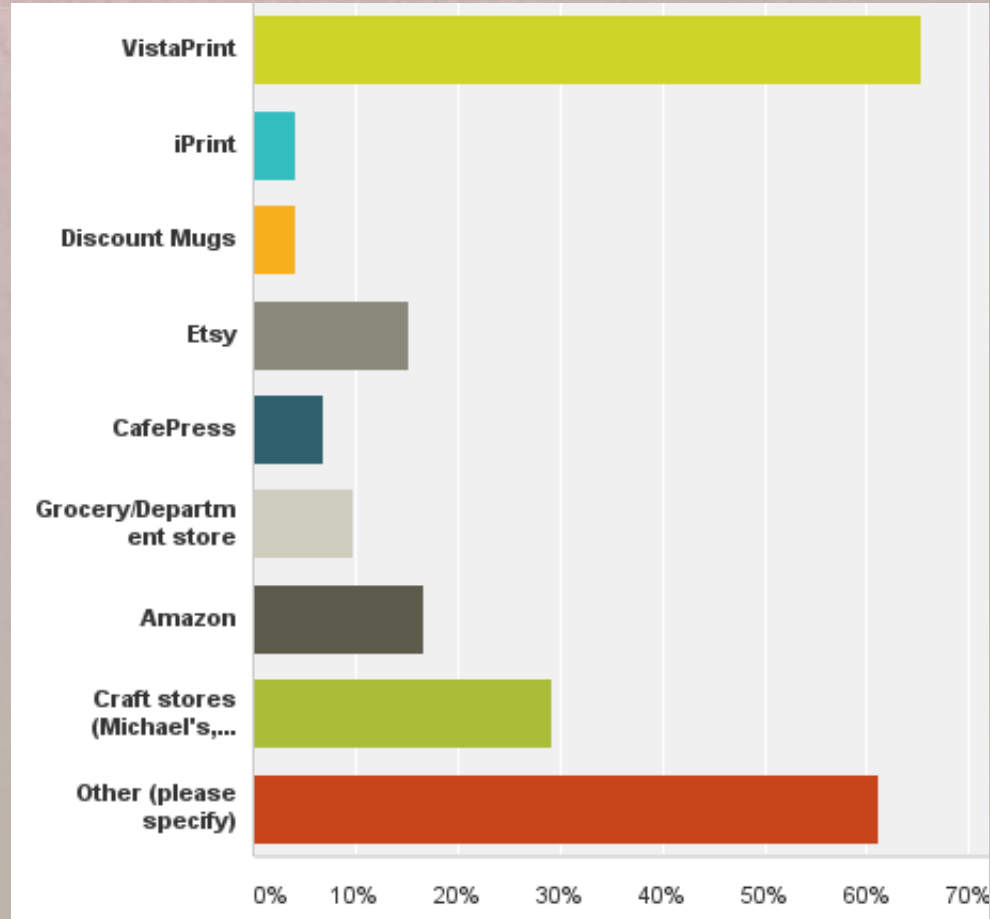


*Ch&-ching\$*



## Q10: As an author, where do you buy swag?

- Office Depot, Staples, Target
- Qualitylogoproducts
- GotPrint
- Uprint
- NinthMoon
- Frauke of Croco Designs
- AliExpress
- Ali Baba
- Purebuttons.com
- National pen
- Next Day Flyers
- OvernightPrints.com
- Oriental Trading
- 4Imprint.com
- Brighton
- Zazzle
- Pens.com
- Quality Logo Products
- Promotional Pinnacle
- iPrint
- Crafty people
- Do it myself
- Discountmugs.com





Swags Me