Why Write?

“Writing isn’t about making money, getting famous, getting dates, getting laid, or making friends. In the end, it’s about enriching the lives of those who will read your work, and enriching your own life, as well.”

Stephen King in *On Writing*

What is a Marketable Book?

- 1,000 books/year in specialty market
- Adopted by 20-30 schools
- Approximately 50% fail to become second editions
- Become a print-on-demand book

Nature of the Market

- High brand loyalty
  - “A” rated versus “C” rated book
  - Same material, better written is not enough
Nature of the Market
- Why professor adopt a new book
  - New course
  - Out of print or unavailable edition
    - Caution: There is a reason it is out of print
  - Changes in course objectives or curriculum
  - New professor

Researching the Market
- Review course offering of other schools
  - Need to match at least 30 course descriptions
  - Need to show that you can sell 1,000 copies a year
- Ask colleagues from other schools

Selling your Concept to Publishers

Who Buys My Book?
- Acquisition editor
  - Listed in front page of book
    - Use recently published book
    - Can change often
    - Ask sales representative
  - Which publisher?
    - The one who will take a chance on you
    - The strongest in your field

What does She Want to Know?
- Will it sell?
- What makes your book unique?
- Why should professor adopt your book?
- What is your target market? Who will adopt it?
  - Level (freshman, sophomore, etc.)
  - Programs

Submissions
- Detailed outline (3 to 5 pages)
  - May include a paragraph describing your approach
- Sample chapter or section
  - Shows key features of book
    - Sidebars
    - Figures
    - Examples
    - Problems
    - Not the first chapter
Preparation for Your Manuscript

Responses
- Thanks, but no thanks
- Send it back for revisions
  - Send it out for comments
    - Thanks, but no thanks
    - Send it back for revisions
    - You get a contract

Writing the Manuscript
- Given a target word and page count
- Writing time (excludes production time)
  - 1 to 2 hours per page
  - 3 to 6 hours per 1,000 words
- Deadline: 9 to 18 months, maybe more

The Manuscript
- Follow publisher's format
- Usually double spaced with limited formatting
  - Note location of figures, tables, etc.
- Sent out for reviews in thirds
- Test in class
  - Requires different formatting

The Manuscript
- Art manuscript
  - Files and printed copy of pictures, graphs, etc.
- Permission log
  - Permission for all figures except author created
  - Permission for all quotes with some exceptions
What Else?
- Instructor’s materials are key to a successful book!
- Instructor manual
  - Learning objectives
  - Instructor’s hints
  - Classroom activities
  - Websites and references
  - Solutions to the problems
- PowerPoint lectures
- Test question bank or sample tests
  - Electronic version of questions from book
- Other instructor materials
- Student’s workbook (you get paid for this)

The Publishing Process
- Time: 6 to 9 months
- Review art proof
- Review proof pages (6 weeks)
  - Minor changes
  - Read for typesetting errors
  - Check figure/table numbering
  - Highlight words to be indexed
- Prepare index (2 to 3 weeks)
- CELEBRATE WHEN BOOK COMES!
Now What?

Marketing
- Assist with marketing questions
- Promote your book
  - Write articles
- Answer questions from professors about your book

Start Revision
- Revised every 3 to 5 years
- 10 to 25 percent new or revised material
- Changes to text
  - Typos
  - Things to add
  - Things to revise or update
  - What works and what doesn’t work in class

Enjoy Royalty Check!