Where do I start?
How do I finish?
The writing process
  Recursive, not linear
Components of a dissertation
  Each part serves a purpose
WRITING THE DISSERTATION

TIPS & SUGGESTIONS
USE AN OUTLINE

> WHY?

> WHAT?

> HOW?
SPECIFIC DISCIPLINES

• Specialized Requirements

• References
WRITING THE REVIEW OF LITERATURE

• WHY?

• WHAT?

• REQUIREMENTS?
CITATION AND DOCUMENTATION STYLES

• ACCURATE INFORMATION
• COMPLETE INFORMATION
• CORRECT FORMAT
RESOURCES AND GUIDES

Use Valuable Resources and Guides

> For Writing
> For Revising
> For Editing
> For—Ultimately--Publishing
IMPORTANT INTERACTIONS

• Interacting with Committee Chairpersons
• Interacting with Committee Members
• Interacting with Other Relevant Persons
PUBLISHING

• Importance for Tenure
• What?
  • Dissertation
  • Article(s) from Dissertation
  • Other Articles from Research and Study
PUBLISHING

BEFORE,

DURING,

AFTER

THE DISSERTATION
DECIDING

WHAT

to publish
Other Tips

Identifying a publisher or a journal
SOURCES

- Locating Sources
- Using Sources
SHARING AND DISCUSSING

PARTICIPANTS
> Views
> Experiences
> Questions
WHO WANTS TO WRITE A TEXTBOOK?
WHO WANTS TO WRITE A TEXTBOOK?
WHY WRITE A TEXTBOOK

• You want to improve education in your field.

• Effective up-to-date textbooks are always in demand.

• Not many people like to write textbooks.

• A textbook can supplement your income.
HOW TO WRITE A TEXTBOOK

• Perceive a need.
• Survey the market.
• Decide whether to write alone or with co-writers.
• Implement the idea.

Examples follow.
Developing Style: An Extension of Personality

Sylvia A. Holladay
Lloyd A. Flanigan
Options in Rhetoric

Sylvia A. Holladay
Thomas L. Brown
The Bedford Guide for College Writers

X. J. Kennedy
Dorothy M. Kennedy
Sylvia A. Holladay
BRIDGES:
A READER FOR WRITERS
Sylvia A. Holladay
Possibilities for Textbooks

• First-Year Reading and Writing Combined
• Math across the curriculum
• A realistic, student-friendly orientation to college

• What is needed in your field?
  > Suggestions?
THE PROCESS OF WRITING A TEXTBOOK

An Implementation and An Extension Of the Basic Process of Writing
Step One

Articulating the Idea

• Briefly write out:
  > The basic idea and purpose of the textbook
  > Why the textbook is needed
  > How you are qualified to prepare the book
Step Two

SUBMITTING A QUERY LETTER
QUERY LETTER

Very Important Part
Of
The Publishing Process

YOUR FIRST INTRODUCTION
YOUR FIRST IMPRESSION
Purpose of a Query Letter

- A query letter **sells your idea**.
- A query letter **sells you** as the best person to complete the textbook project.
- A query letter **convinces the editor** to request that you submit a prospectus. It convinces the editor that he or she wants to see a fuller development of your idea.
- A query letter is a **call for action**, not a listing of features or benefits and not a time for bragging on yourself.
Importance of the Query Letter

The Query Letter Determines IF The Manuscript Will Be Read

A query letter is the most important weapon for getting a request for the prospectus or full manuscript.

A good query letter makes a good first impression and earns a positive reading.

A bad query letter earns a swift rejection.
Characteristics of a Query Letter

1) **BRIEF**

2) **Specifics** from the beginning

3) A working **title**

4) A brief explanation of **need** for the textbook
Characteristics of Query

5) Summary of the **type of information and research** the textbook will include

6) The **intended academic level**

7) A suggested **timeline**—a realistic projection of when you can have a complete manuscript

8) **Qualifications**—specifically why you are qualified to do this job, including your current academic position

9) Specific ways to **contact** you—address, telephone, and email for work and home, indicating which you prefer to use
WHAT TO AVOID IN A QUERY LETTER

• Do not discuss pay, advances, royalties, etc.
  >Unprofessional impression
  >Disadvantage in later negotiations

• Avoid amateur and unprofessional mistakes
  >Do not mention that your work is already copyrighted.
  >Do not include the copyright symbol on your work.
What to Avoid in a Query Letter

- Avoid using flattery of the editor or the company.

- Avoid suggesting that you are willing to rewrite or revise (although you and the editor KNOW that revisions will be necessary later) because this suggestion will lead the editor to think that a lot of work will be involved in preparing the textbook for publication.
What to Avoid in a Query Letter

- Never admit that other publishers or editors or agents have rejected your proposal.

- Treat the addressee as the first and most important (but without explicit flattery) place of query.
Formatting Guidelines For A Query Letter

1) Use a normal font and typeface, such as Times New Roman and 12-point type.
2) Include your name, preferred address, email address, and website if you have one.
3) Use a one-inch margin on all sides.
4) Always address a specific editor by the correct name and title—not just a generic position or title.
Formatting Guidelines For a Query Letter

5) Limit to one page, single-spaced.
6) Use block business letter format (no indentations).
7) Avoid justifying the margins.
8) Thank the editor for considering your query.
9) For the Closing, use “Sincerely.”
10) ALWAYS PROOFREAD AND EDIT CAREFULLY!
Sample Query Letter

Mr. Christensen:

College professors try to keep up with the changing needs and interests of first-year college students. As an experienced composition professor, I have discovered that the current literary anthologies, such as Kennedy and Gioia’s *Literature: Writing, Fiction, Poetry, and Drama* (2000+ pages), is too comprehensive for use in a composition course in which literary selections are not used to introduce students to literature and literary criticism but are used to teach students close analytical reading, critical thinking, and effective writing about something other than their own experience. Also, the editors of the current textbooks have chosen the literary selections for the professors’ interests, not for the students’ interests. Such textbooks are expensive to publish and costly for student purchase.

Therefore, I propose a brief (approximately 300 pages) digital (eText) literary anthology to provide high-interest literary selections to stimulate critical thinking and effective writing for diverse students. The selections will be organized by 5 topics—family, relationships, decisions, passages, culture—and will include poems, short stories, and dramas. The ancillaries will include: 1) a brief headnote to introduce each author and literary selection; 2) questions on comprehension and analysis of literature; 3) suggestions for writing; 4) a brief glossary to literary terms.

All in all, the proposed textbook will provide students and teachers a brief, inexpensive textbook suitable for the second course of composition.
Sample Query Letter

• Hello, Eddie,

• I know you remember the great conversation that we had at your company reception in Vegas last winter. We have a lot of similar ideas about education, don’t we?

• One of the things we discussed was that students today don’t know what to do when they go to college, so I am working on a textbook that will tell students how they should act in college. There is a definite need for this book, and there is nothing like it on the market.

• I like your company, so I am willing to send my MSS to you first. And I know your company will like to publish it.

• Because of my extensive experience with college students, both as a student myself and as a teaching for the last year. I am definitely the best one to compile this book.

• I will expect only a $10,000 grant to cover my expenses and my time to be invested in the project, as well as only 30% royalties. That’s a great deal for you as you will realize when the profits roll in.

• Just give me the go-ahead, I will send you a copy of my opus via email.

• Surely this is the beginning of a profitable publishing venture for all of us.

• Thanking you in advance, I am your pal in publishing,

• Ima

ibooker@uu.edu
WHERE TO SEND THE QUERY

• How do you determine which publisher may be interested in your proposal?

DISCUSSION

CAUTION:

> Self-Publishing
> Custom-Publishing
Follow Up to the Query

- Wait a reasonable response time, usually one to two months. Be patient.
- Contact the editor to whom you addressed the query.
- Send a brief, polite, professional inquiry by snail mail or email.
- Briefly describe the original query, indicate the date it was sent, and ask if he or she has received it and/or made a decision about it.
- Be prepared to handling rejections.
Step Three

Thinking and Writing

THE PROSPECTUS

Rationale

Articulating the Need for the Textbook
Selling Your Idea
Selling Yourself
PARTS OF A RATIONALE

1) **Summary** of the proposal for the textbook
2) **Need** for the textbook
3) Intended **use**—course, level, type of institution
4) **Unique features** of the textbook
5) Estimated **length**
6) **Major competitors**—current textbooks and what they lack
7) **Specific ways** the proposed textbook will be **better** than those that are currently on the market
8) **SELL YOURSELF**: Reasons you are the best to do the job of preparing this textbook
PLANNING AND ORGANIZING

• Deciding **what** to include
• Determining the **order or organization**
• Doing the necessary **research**
• **Collecting all the information** that will be needed
• **Keeping notes and information organized** for easy use
• Being willing to **BE FLEXIBLE**:
  – Realizing that the plan may—nay, probably will—change during the process of the project
Attachments to the Prospectus

1) Annotated Table of Contents ******
   > Summary of purpose and content of each section and chapter
   > Special requirements, such as tables, charts, illustrations
   > Summary of study aids (type and order) for students
   > Summary of ancillaries (e.g., teacher’s manual, CD, online help)

2) Sample chapters (2-4)
   > First chapter
   > A later chapter of a different type
   > Perhaps the introduction to students

3) Curriculum vita of author(s)/editor(s), emphasizing teaching experience, publishing, and writing
Step Four

THE

CONTRACT
THE TEXTBOOK CONTRACT

• If a textbook editor is interested in the queried proposal and requests a prospectus, send the prospectus promptly.

• Usually the editor sends the prospectus to reviewers, so expect 2-3 months before further response and be patient.

• If you have not heard within that time, follow up.
Standard Elements of a Textbook Contract

I. Publishing Agreement
   A. Date
   B. Author(s) and Company
   C. Title
   D. Estimated Length
   E. Agreed upon Delivery Date of MSS
   F. Percent of Sales for Royalties to Author
   G. When Royalty Statements & Payments Will Be Made
   H. Signatures: Author(s) & Company Officials
STANDARD ELEMENTS OF A CONTRACT

II. Additional Clauses {Terms}

A. Submission of the Work—When, How, and Possible Penalties if Unsatisfactory or Late

B. Items to Be Furnished By the Author and Possible Penalties

C. Author’s Warranty That the Work Is Original or Permissions Obtained
Standard Elements of a Contract

D. Agreement to Obtain Permissions to Reprint Copyrighted Materials
E. Publisher’s Right to Edit MSS
F. Publisher’s Right to Typesetting, Binding, Pricing, and Marketing
G. Agreement on Author’s Copies
H. Agreement on Future Revisions
I. Permission for Publisher to Publish in Other Forms (i.e., print or digital)
Standard Elements of a Contract

J. Publisher’s Right to Discontinue Publication

K. Non-Compete Clause [Author]

L. Entire Agreement, Amendments, and Waivers Not to Be Changed Except in Writing By All Parties

M. Legal Requirements, Interpretation, Heirs, and Assigns
Standard Elements of a Contract

N. **Joint Authors’ Rights, Obligations, and Responsibilities**

O. **Parties’ Relationship:** Author Cannot Act On Behalf of the Publisher

P. **Confidentiality Clause**

Q. Headings in Contract Not to Be Considered Definitive

R. Publisher’s Exclusive **Right to First Refusal**
Supplemental Elements of a Contract

III. Additional Elements of a Textbook Contract

> These clauses are negotiable.

A. Advance against Royalties

B. Grant for Expenses

C. Limit and Repayment for Permissions Fees

D. Fee for Freelance Permissions Editor to Obtain Permissions from Copyright Owners

E. Preparation of Index and/or Appendices
CAUTION  CAUTION

• Textbook contracts are written for the advantage of the publisher, not the author.
• Therefore, read all clauses and addenda of the contract VERY carefully. DO NOT depend on what a representative of the publishing company tells you.
• If you a beginning textbook author, do not expect or demand too much.
Contract Decisions

• Should You Use An Agent?
• Should You Get the Advice of a Lawyer?
• Where Can You Get Reliable Advice?
• Other Questions
WORKING WITH EDITORS

• TWO TYPES OF EDITORS
  1) Experienced
  2) Inexperienced
RESPONDING TO REVIEWERS

- Be willing to be flexible.
- Make changes when reasonable.
- Compromise if necessary.
- Hold firm if you feel strongly.
THE AUDIENCE

• Remember the audience for a textbook is multifaceted:
  > The publishing editor
  > The reviewers
  > The institutional textbook committee
  > The faculty members who will use the book
  > THE STUDENTS—MOST IMPORTANT
THE TIMELINE

• Work with the editor to establish a realistic timeline for sections, complete manuscript, and ancillaries.

• Develop your own personal deadlines.

• STICK TO THE DEADLINES FOR SUBMISSION OF INFORMATION TO THE PUBLISHING EDITOR.
FINISHING UP

1) Acquiring the Necessary Permissions
   > Legal Requirements: Check up-to-date copyright laws.
   > Ethical Practice

2) Working with the Typesetter

3) Reviewing Page Proofs
   > Working with the Copy-Editor
FINISHING UP

4) Preparing the index

5) Writing the preface
   > First Impression
   > Purpose of textbook
   > Thanks

   Keep it brief.
FINISHING UP

6) Working with the Advertising Manager

7) Preparing the Teaching Manual

8) Preparing the Ancillaries

9) Acquiring the Copyright to the Textbook
F I N A L   A D V I C E

Professional Ethics of Publishing

1) Caution: Multiple Submissions
2) Observe Copyright Laws
3) Avoid Plagiarism
4) Obtain Necessary Permissions, Including Student Contributions
5) Avoid Conflict of Interests
6) Protect Yourself:
   > From Someone Using Your Ideas
   > From Someone Setting Your MSS on the Shelf
2 - 4 YEARS
Don’t try to introduce change quickly:

Just move an inch at a time.

--Charles Christensen
REMEMBER

SEVERAL PAIRS OF EYES
AND SEVERAL BRAINS
ARE BETTER THAN ONE!
ESTABLISHING YOURSELF

HOW YOU CAN POSITION YOURSELF TO BE ACCEPTED AS A TEXTBOOK AUTHOR OR EDITOR?

1) Establish yourself as a respected professional academician and scholar.

2) Establish yourself as a writer in your field.

3) Participate actively in professional meetings.

4) Network: Become known in your field.
Demystifying the Writing Process: Writing A Textbook

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