Becoming a Book Author

Renee Wilmeth, Publisher
Sigma Theta Tau International
About STTI Publishing

• Journal of Nursing Scholarship
• Worldviews on Evidence-Based Nursing
• Reflections on Nursing Leadership
• 14 nursing/healthcare books per year
About STTI Books

• 80 books in print
• Topics of interest
  – Texts for Adoptions
  – Significant Works in Nursing
  – Leadership – both theory and practice
  – Books for Educators/Faculty
  – Self-Care
About STTI Books

• Topics of interest (cont.)
  – Evidence-based practice
  – Research
  – Simulation/Technology
  – Management/Professional Issues
  – Public Health
  – Career/Professional Development
An Informal Survey

Who...

• ...has published a book? Contributed a chapter?
• ...has published a journal article?
• ...has authored or co-authored original research?
• ...has a website? Is on Twitter or Facebook?
• ...thinks a book is the next step?
Do you have a book idea?

- Book versus an article
- Who is the audience? How big is that audience?
- Who are you (and what is your platform)?
- Do you have partnerships, brands, opportunities to help sell? How can you market?
- Do you bring any names to the table?
- Outbound vs Inbound Acquisitions

Bottom line: What is your compelling selling point?

For example...
What is your goal?

- Why do you want to publish a book?
- To further your career?
- To get your ideas out there? (Fame?)
- Fortune? (Think again)
- Because you want to contribute to your profession?

Bottom line: It helps for you and your publisher to know your motivation
Doing your research

• What would be the purpose of your book?
• What will Table of Contents include?
• Who would read your book? (Can you quantify numbers with statistics or data?)
• What courses could it be adopted for?
• Does it solve an immediate problem?
• What is currently on the market?
  – Number of books/prices
  – Target audiences

For example...

WHOLE PERSON CARING
AN INTERPROFESSIONAL MODEL FOR HEALING AND WELLNESS
LUCIA THORSTEN

Indianapolis
42nd Biennial Convention
GIVE BACK TO MOVE FORWARD
How can you help market?

• Can you help get the word out to colleagues and key influencers?
• Are you fluent in social media?
• Do you have connections through your university? Your institution? Your specialty organizations?
• Do you attend conferences? Speak? Submit abstracts?
• What can you do to help support your book sales?

For example...
Choosing a Publisher

- Look at their list
- Look at their authors
- Look at their successes (awards, popular texts)
- How big are they? How small? Talk to the acquiring editor/publisher?
- How advanced are they with regards to technology? (Ebooks? XML? Other opportunities?)
- How enthusiastic are they about you and your work?
- What is their sales reach?
- Don’t rule out associations and societies!

For example…
An Aside: International Publishing Sales

• A caveat: US Publishers sell to US markets
• How Foreign Rights and Translations work

For example...
An Aside: Ebooks

• What formats is your publisher using to deliver your ebook?
• How are they distributing them? (Libraries? Aggregators? Accounts? Amazon? )
• Learning Management Platforms? (Who is using?
• How are they pricing them?
• What royalty do you earn on them?
Overview: A proposal/prospectus

- Use publisher’s Proposal Guidelines
- Working title
- Name of the authors, editors, any contributors
- Purpose of the book and how it meets a unique need
- Description of the book
- Primary/Secondary audiences
- Table of contents/sample chapter
- Potential Images and Figures
- Projected page count
- Competitive works
- Timeline
- Bios (not CV)
- Marketing
Author, author

• Single vs. multiple authors
  – Pros
  – Cons
• Contributors
  – How to pick

A selling point to your publisher: What can you and your contributors do to support the book?
Primary/Secondary Audiences

- Target audiences
  - Nursing who regularly deal with end-of-life issues (oncology, ICU, LTC, home care, hospice)
  - Undergraduate and graduate nursing students
  - Nurse practitioners
  - Nurse educators
  - Staff development and academia
  - Clinical/practicing nurses
Table of contents

• **Chapter 1: Anatomy of writing.** Introduces the overall writing process by using anatomy as an analogy.

• **Chapter 2: How to find and refine a topic.** This will include how to “prime the pump”, including writing groups, journaling, finding a mentor, mind mapping, etc. Will include use of statement of purpose to keep focused.

• **Chapter 3: How to select and query a journal.** This will discuss considerations such as circulation, target audience, impact factor, peer review status, timing, etc. Examples of query letters and importance of author guidelines.

• ETC.
Sample chapter

• Purpose
• Usually best not to choose chapter 1
• The publisher wants a representative sample of the book, your writing, and the chapter structure.
Specifications/Delivery

• For example, approximately 160-200 manuscript pages and 20 line drawings
• Approximately 200 pages, with an average of four tables or figures per chapter
• Follow Publisher’s Guidelines
• When can you deliver manuscript?
Competitive Works

• Refer to your research
• Be complete: title, authors, price, publisher, year published, ISBN number
• How does your book differ? What sets it apart?
  – Strong authors?
  – A different approach?
  – A new theory? (Must be pretty new)
  – A new format?

For example...

Mentoring Today’s Nurses
A Global Perspective for Success

42nd Biennial Convention
Publisher Decides

- Trim size
- Final page count
- Price
- Timing (often based on when you can deliver)
- Seasonality
- Cover, interior design and final title

For example...
Overview: Publishing process

- Submit proposal
- Peer review (you may be asked to comment on reviews)
- Publisher prepares business plan, P&L, sell sheets for approval
- Contract
- Writing
- Submission
- Editing (author review)
- Layout (author review)
- A book!
- Marketing
- Can take 6-18 months depending on the publisher.
Business of Publishing

• Business plan
  – Financial justification
  – Elements similar to proposal
  – Anticipated release date
  – Publishing or Editorial board

• Contract
  – Maybe an advance?
  – Royalty (may be sliding scale)
  – Some flexibility with publisher but not a lot
  – Contributor agreements
  – Read and understand it – it’s your blueprint for a business relationship with your publisher! Ask questions!
Writing and submitting

• Map out a schedule
• Use a template for multiple authors
• Use the publisher’s style guide and author guidelines
• Get permissions as you go along
• Follow Publisher’s Guidelines
• Include all elements when submitting:
  – Chapter text
  – Chapter figures, tables,
  – and illustrations
  – Front matter
Front matter

• Your name and credentials (contributors)
• Your bio (contributors)
• Introduction: tell them what’s special about the book and how to use the book
• Dedication
• Acknowledgement (A tip: Keep track of “thank you’s” as you go.)
• Foreword (to come later in process)
• About instructor’s guides…
Editing, layout, marketing

• Editing
  – Developmental
  – Copyedit
  – Author review:
    Most important review stage!

• Page Review
  – Minor changes only

• A book!
Your Publisher will/should

– Press release
– Market via E-mail/direct mail
– Attend conferences
– Sell to distributors
– Special avenues such as STTI book club, special mailings, online promotions and more
– Sell to all distributors; market via co-op/campaigns
– Sell directly
– Follow up on leads; send desk copies
– Support your efforts!
Marketing – Your Role!

- Author, you have to help with marketing, too
  - Small things matter:
    - Signature line of email
    - Emails to colleagues
    - Links to your books
  - Book signings, speaking events
  - Blogs, websites
  - Social media and other venues
  - Work your contacts, tap who you know
  - University, institution, organization coverage
  - Tap who you know
  - Speaking, articles, and more!

For example…
After Publication

• Engage with Sales team
• Engage with Marketing team
• Stay engaged with your editor
• Royalty statements and sales reports
• Your next work?
• Launch 3-12 months; Life of book? 2-4 years!
Questions/Contact

• Q&A
• Renee Wilmeth, Publisher
(rennee@stti.iupui.edu)