

Aug 14th, 1:00 PM - 2:30 PM

Writing, Developing, and Publishing Your Aviation Book

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Writing, Developing, and Publishing Your Aviation Book

1-2:30 pm

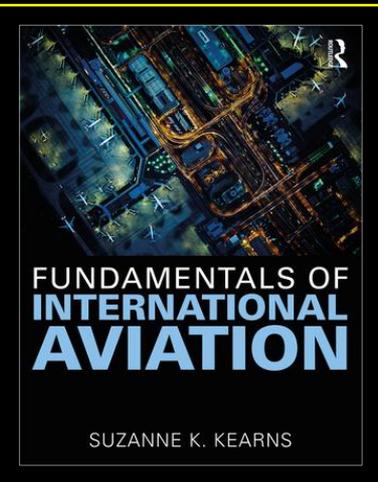
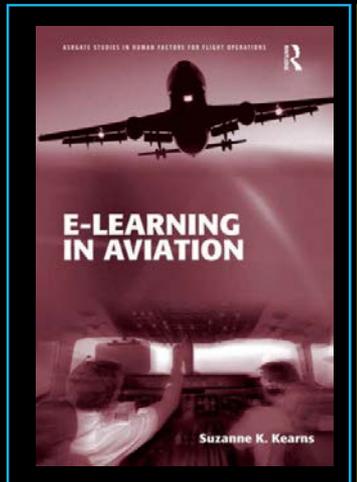
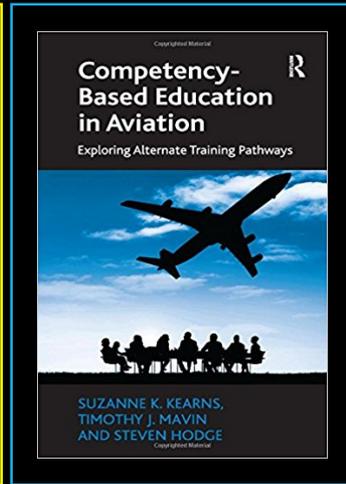
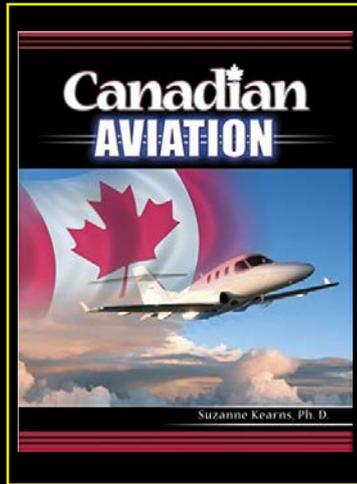
National Training Aircraft Symposium

August 14th, 2018

Presented by: Dr. Suzanne Kearns



My Experiences



- Books are often ‘weighted’ less than journal articles
- Academics assessed on impact factors – difficult to measure for books
- Monographs are for researchers – Textbooks are for students
 - Monographs apply the same style and rules as journal articles
 - Textbooks must be teaching tools based on instructional design principles
 - Engaging
 - Accessible for young adults
 - Real-world examples
 - Reflection questions & examples

Monograph Design

- Academic monographs are often extensions of dissertations
- Structured and written similar to journal articles, but more in-depth
- Primarily for other academics/researchers in your field
- Lower royalties – limited sales potential (the payoff is reputation/tenure)



Researchers

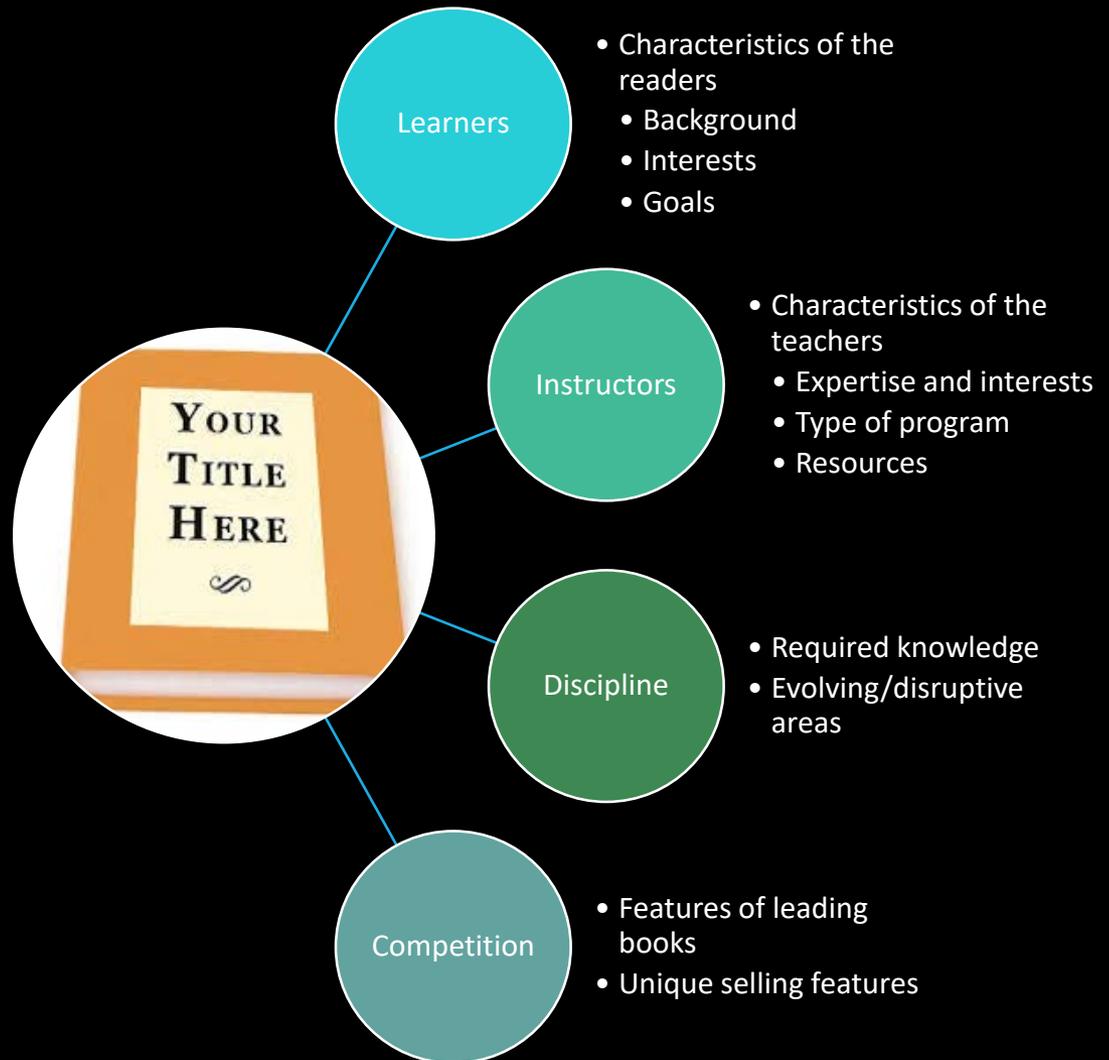
- Is the book organized and structured in an academic style
- Properly researched and referenced

Discipline

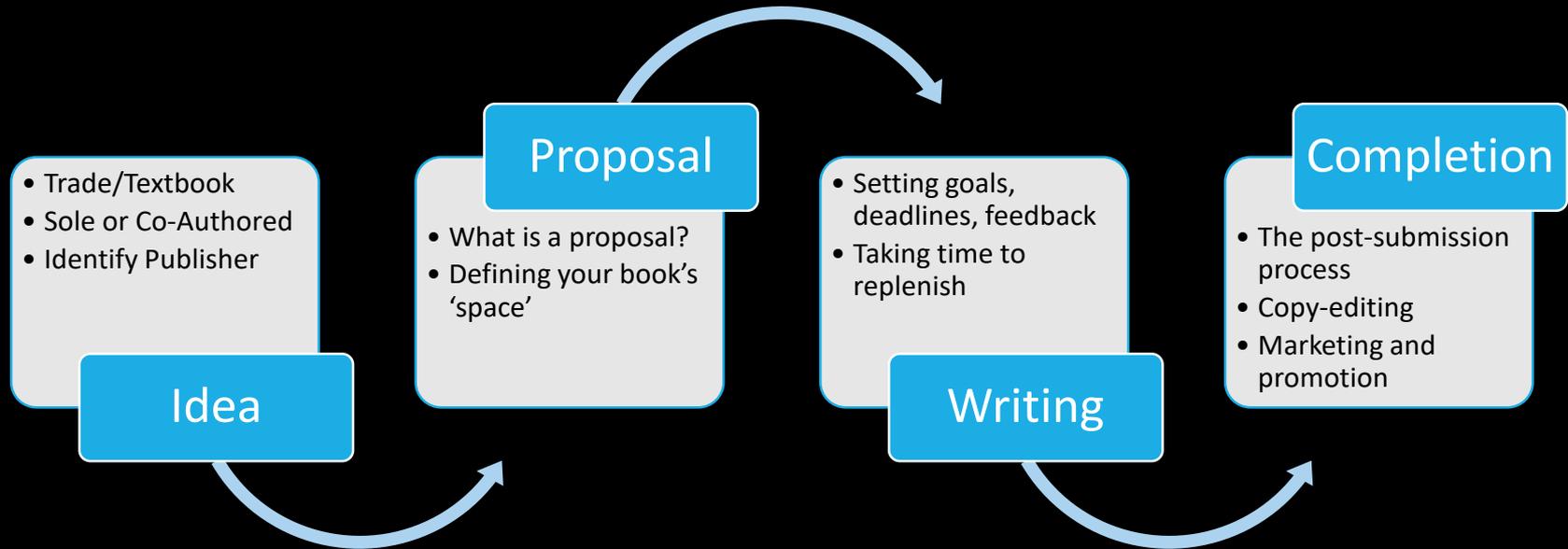
- Appropriate for your academic discipline
- A new perspective rooted in theory

Textbook Design

- You must know & justify what makes your book unique and valuable
- Build your book based on what works best for students, teachers, and the discipline
- Incorporate consistent yet engaging feature strands
- Higher development cost, greater sales potential, higher royalties



The Creation of Your Book



Idea

- Trade/Textbook
- Sole or Co-Authored
- Identify Publisher

Idea

- What do you want to get out of the book:
 - Tenure
 - Reputation
 - Money
 - Passion Project?
- Trade book, academic monograph, or textbooks
 - Advantages and disadvantages
 - Know your audience



Idea

- Trade/Textbook
- Sole or Co-Authored
- Identify Publisher

Idea

- How do you want to do the writing:
 - Sole author
 - Co-author
 - Edited volume?
- Finding the right publisher:
 - Reputation
 - Academic credibility or a higher royalty
 - Meeting an editor

I'M AN AUTHOR



WHAT MY MOM
THINKS I DO



WHAT SOCIETY
THINKS I DO



WHAT MY PARTNER
THINKS I DO



WHAT I THINK I DO



WHAT I REALLY DO

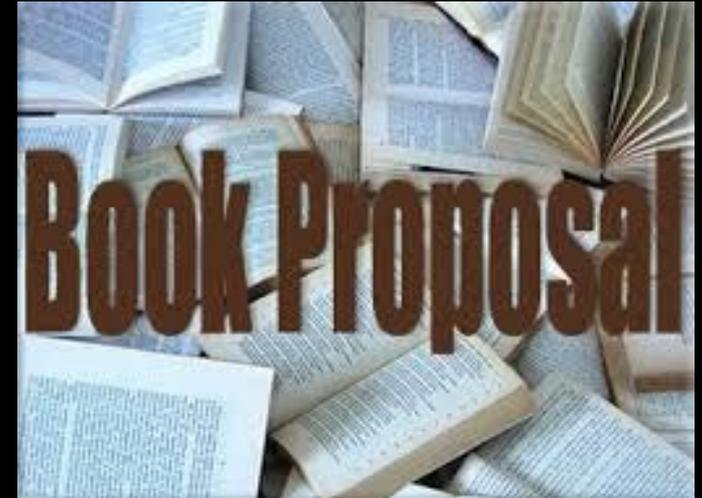


WHAT I WANT TO DO

- What is a proposal?
- Defining your book's 'space'

Proposal

1. Working title and 1 page description of the book (big idea!)
2. Table of contents
3. Chapter synopses
4. Length and schedule
5. Audience
6. Competition
7. Author biography
8. List of reviewers



If all goes well...

You'll be offered a contract!

Do you have a lawyer review and enter a negotiation, or not?



Think Twice Before Signing A Contract

Writing

- Setting goals, deadlines, feedback
- Taking time to replenish

Writing

- Getting organized
 - Setting goals and deadlines
 - Organizing files
 - Staying motivated
- Finding reviewers & a writing network
- Developmental editing?
- Taking time to replenish
- Set word-count or hourly goals
- Make it great – revise, revise, revise!
- Write the book you want to read
- Develop feature strands
- Let your ideas and philosophies breathe life into the book

- The post-submission process
- Copy-editing
- Marketing and promotion

Completion

- After submission to the publisher
 - Accept work for publication
 - Typographic design/layout
 - Cover design
 - Copy-editing (often where consistency outranks creativity)
 - Marketing
- You receive your book!
- Bookstores make more off each book than the authors
 - A book that retails for \$62.50
 - Bookstore makes \$12.50
 - Publisher makes \$50
 - Author makes about 10% of the \$50 – so about \$5 per book
- Textbooks have a life expectancy of about 3 years



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