



# Becoming a Book Author

Renee Wilmeth, Publisher  
Sigma Theta Tau International





# About STTI Publishing

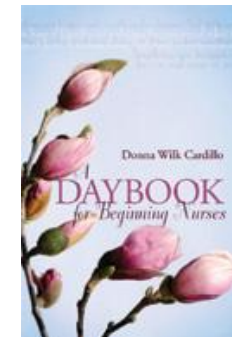
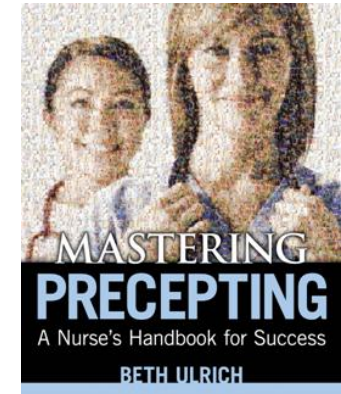
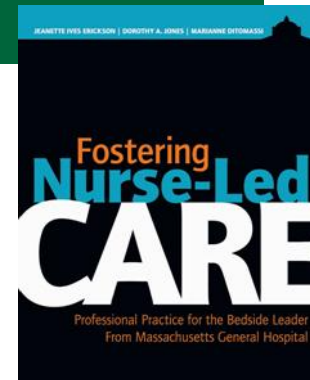
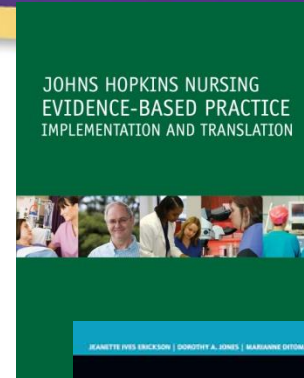
- *Journal of Nursing Scholarship*
- *Worldviews on Evidence-Based Nursing*
- *Reflections on Nursing Leadership*
- 14 nursing/healthcare books per year





# About STTI Books

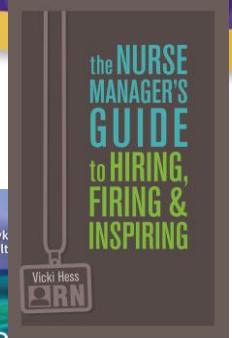
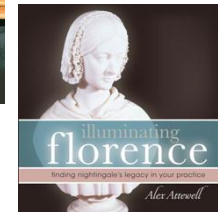
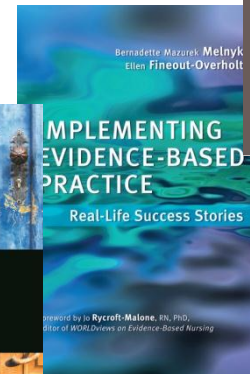
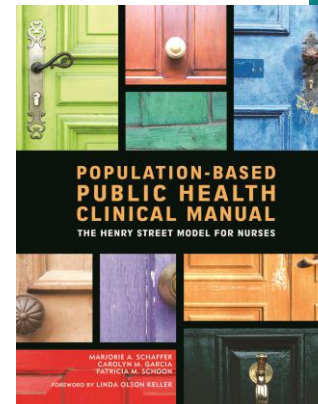
- 80 books in print
- Topics of interest
  - Texts for Adoptions
  - Significant Works in Nursing
  - Leadership – both theory and practice
  - Books for Educators/Faculty
  - Self-Care





# 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?

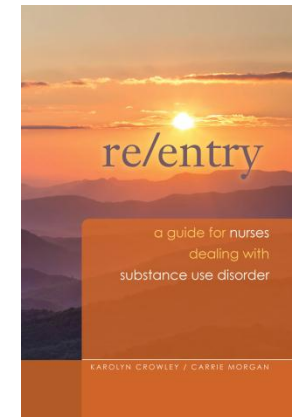




# Do you have a book idea?

- 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

*For example...*



Bottom line: What is your compelling selling point?



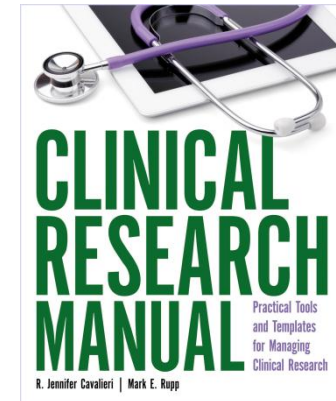




# What is your goal?

- 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?

*For example...*



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

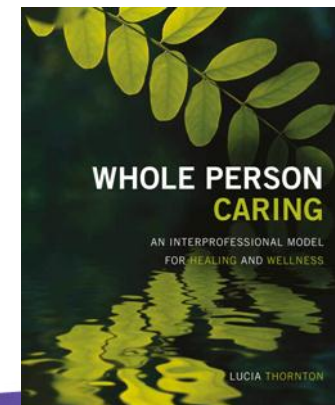




# Doing your research

- 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...*



GIVE BACK TO  
MOVE FORWARD

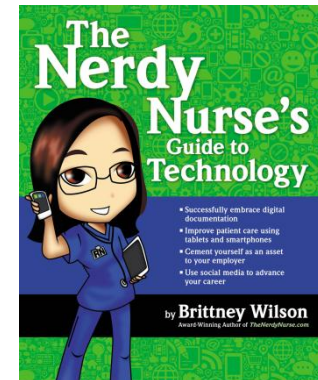
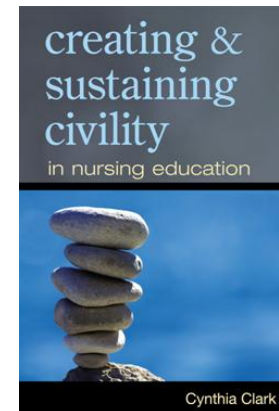




# How can you help market?

- 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...*

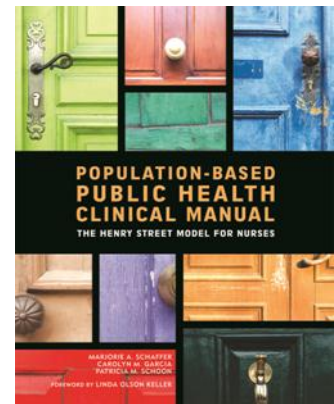




# Choosing a Publisher

- 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...*

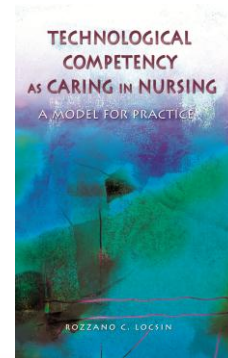




# An Aside: International Publishing Sales

- 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



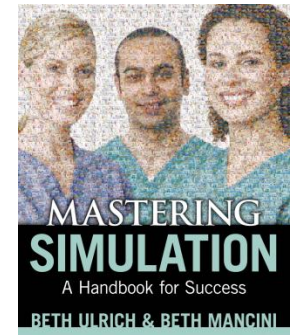
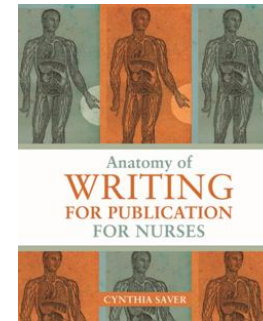




# Author, author

- Single vs. multiple authors
  - Pros
  - Cons
- Contributors
  - How to pick

*For example...*



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

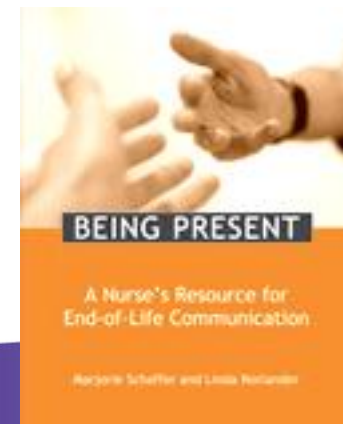




# Primary/Secondary Audiences

- 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

*For example...*



GIVE BACK TO  
MOVE FORWARD



# 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 I
- 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?



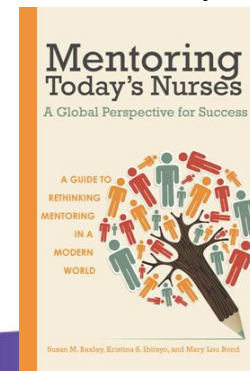




# Competitive Works

- 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...*

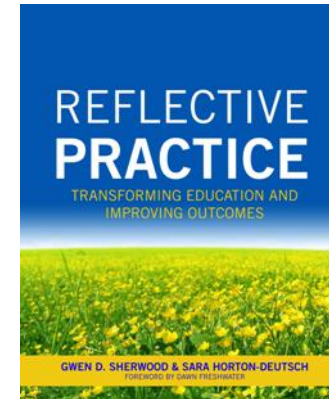




# Publisher Decides

- 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!

*Savage Chickens*

by Doug Savage



[www.savagechickens.com](http://www.savagechickens.com)



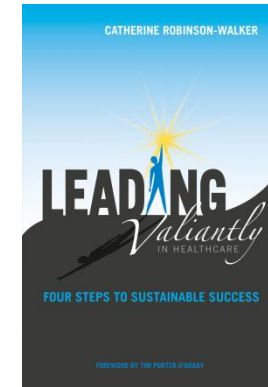


# Marketing

## 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!

*For example...*

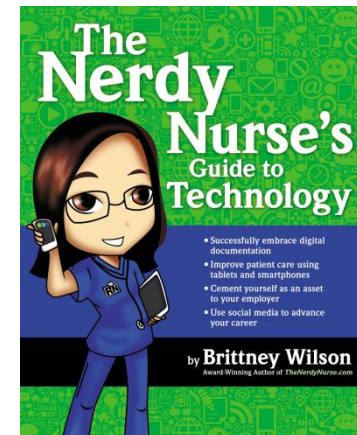




# Marketing – Your Role!

- 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 your 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  
([renee@stti.iupui.edu](mailto:renee@stti.iupui.edu))

