

ASA Academic and Professional Affairs
Webinar Series

From Dissertation to Book

January 25th, 2013
12:00 PM– 1:30 PM EST

Presenters

Gayle Sulik, PhD
Research Associate
University at Albany (SUNY)

Astrid Eich-Krohm, PhD
Associate Professor
Southern CT State University

Moderator

Margaret Weigers Vitullo, PhD
Director, ASA Academic & Professional Affairs



Webinar Logistics

The screenshot shows a GoToWebinar interface with several key sections and annotations:

- Attendee List:** A window titled "Attendee List (2 | Max 1001)" showing "Attendees (1)" and "Staff (1)". The attendees are listed as "NAMES - ALPHABETICALLY" with "Nick Pav (Me)" listed below. A blue arrow points to the "Attendees (1)" tab.
- Audio Section:** A section titled "Audio" with radio buttons for "Telephone" (selected) and "Mic & Speakers". It displays dialing information: "Dial: +1 (480) 297-0020", "Access Code: 653-510-658", and "Audio PIN: 54". A red box contains the text "If you're already on the call, press #54# now." and a blue link "Problem dialing in?". A blue arrow points to the "Telephone" radio button.
- Questions Section:** A section titled "Questions" with a text input field containing "[Enter a question for staff]" and a "Send" button. A blue arrow points to the "Questions" section header.
- Footer:** A footer area with "Webinar", "Webinar ID: 726-486-617", and the "GoToWebinar" logo.

Annotations include a blue oval around the top-left corner of the interface, a blue arrow pointing to the "Attendees (1)" tab, a blue arrow pointing to the "Telephone" radio button, and a blue arrow pointing to the "Questions" section header.

ASA Academic and Professional Affairs
Webinar Series

From Dissertation to Book

Presenters

Gayle Sulik, PhD

Research Associate
University at Albany (SUNY)



Astrid Eich-Krohmer, PhD

Assistant Professor
Southern CT State University



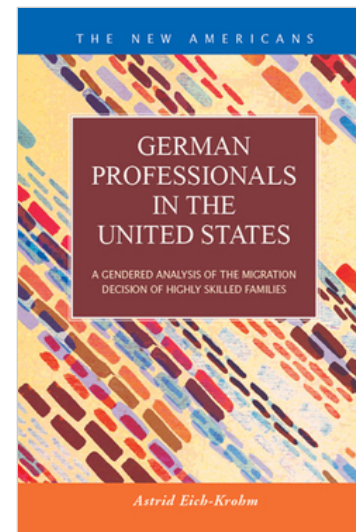
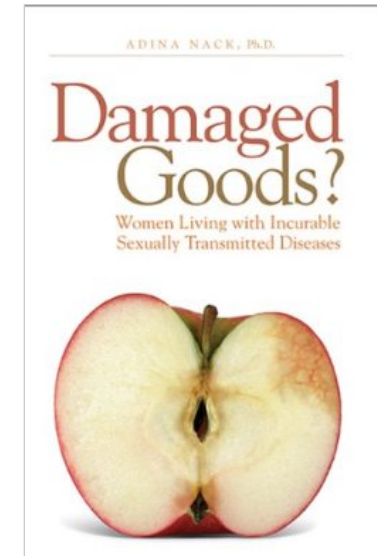
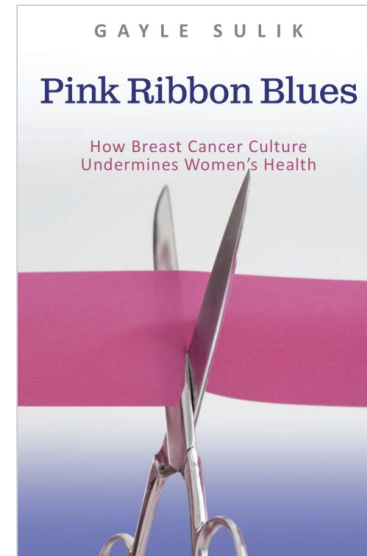
Dissertation Versus Book

A Dissertation

Submitted to the
“University”

in Partial Fulfillment of
the Requirements for the
Degree of

Doctor of Philosophy



Overview

- Differences between dissertation & book
- Stages in the transformation
- Common barriers to the process
- Resources
- Q&A

Goals: At the end of the workshop participants will be able to:

- Describe how a book manuscript differs from a dissertation;
- Understand the stages in the process of developing a manuscript based on dissertation research;
- Identify common stumbling blocks and ways to address them;
- Know where to look for help.

Note: These slides are available (PDF) at
www.gaylesulik.com/presentations.

Dissertation

- **Purpose:**
Scholarly, research-focused, narrow audience
- **Structure:**
Pre-determined chapters/content
- **Writing Style:**
Field specific, jargon

Book Manuscript

- **Purpose:**
Wider audience, may include laypeople
- **Structure:**
Lesser research/methods focus; Fewer quotes/citations from other researchers
- **Writing Style:**
More accessible, less jargon. Clear authorial voice

Stages in the Transformation

Overview

Stages in the Transformation

**Do An
Assessment**

**Do Your
Homework**

**Develop a
Plan**

**Write
Regularly**

**Shop
Prospectus/
Secure
Contract**

Your Name Here



Stage 1: Do An Assessment

- **Appropriateness**
Book or articles?
- **Intent**
Audience & goals?
- **Feasibility**
How much overhaul does it really need? Is there enough content for 1 or 2 articles in advance of the book?

Stage 2: Do Your Homework

- **Map Out Professional Obligations**

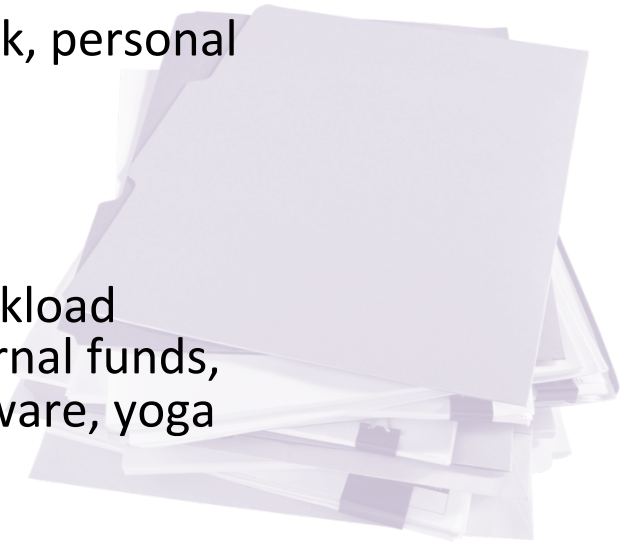
Teaching, service, administrative work, personal demands

- **List Your Resources/Needs**

Work negotiations, release time, workload reassignment, summer funding, external funds, research fellowships, child care, software, yoga classes

- **Align Your Obligations/Expectations**

Personal/Professional – Individual/Institutional

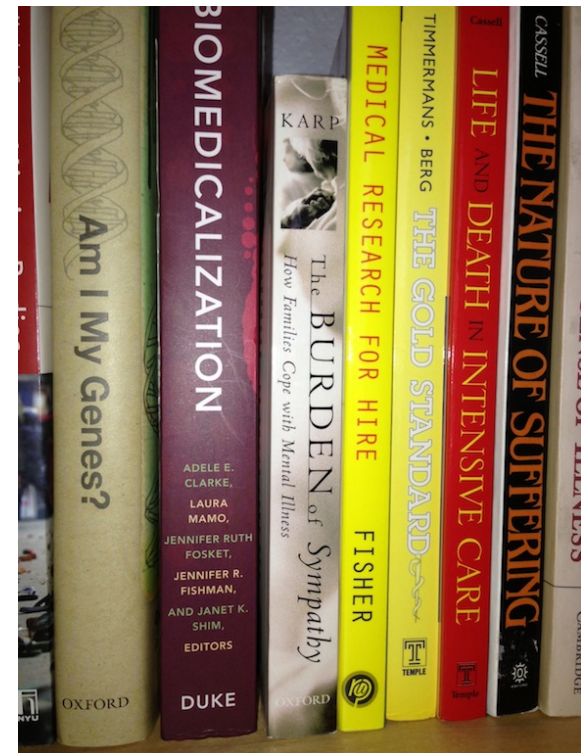


Stage 3: Develop A Plan



A. Research Publishers

1. What **kind** of press is best for your personal/professional goals?
 - How does your institution view a book publication for tenure or promotion?
 - Where do colleagues in your field publish?
 - Which books are in your bibliography?
 - Which books are on your book shelf?
 - Who is your preferred audience?
2. University Press
3. Book Series
4. Cross-over/Trade
5. Read publisher catalogs, websites, newsletters, blogs, list-serves to find out about publishing trends and content areas



Gayle's Bookshelf

B. Craft A Prospectus

Envision your dissertation **AS A BOOK**

In About 5-8 pages:

- What is your manuscript is about, and why is it important?
- What is the proposed table of contents?
- Who is the likely audience?
- What are the competing/similar books?
- What is the status of the work? (proposed length, percent complete, proposed revisions, sample chapters, material requiring permissions?)
- What are your marketing plans (e.g., author website, blog, twitter, Facebook, connections w/ journalists, etc.)
- Who might reviewer your book (3-4 suggestions)? Get permission first!

Tip: Check publisher websites for specific instructions. **KNOW** your book before you finalize the prospectus & shop it to publishers.

C. Create A Reasonable Work Plan



1. List Goals
2. Identify Projects Involved
3. List the Steps Needed for Each Project
4. Map Each Step Onto Your Weekly Calendar

Sample Work Plan

GOAL: Transform Dissertation to Book

Project 1	Assess Dissertation	<ol style="list-style-type: none">1. Read the dissertation.2. Make a list of things to be removed.3. List articles that might be drawn from what is removed.4. List material to be added.
Project 2	Evaluate Resources	<ol style="list-style-type: none">1. Apply for internal/external grants2. Negotiate release time.
Project 3	Start Writing Book	<ol style="list-style-type: none">1. Re-read & focus the manuscript.2. Create a new table of contents.3. List possible illustrations, if appropriate.4. List possible titles. Fun & Inspiring!5. Plan further research if needed.6. Order research materials if needed.7. Think about & prioritize revisions.8. Prepare book prospectus.9. Begin writing book.10. Map out each chapter.

GOAL: Transform Dissertation to Book, cont.

Project 4	Find A Publisher	<ol style="list-style-type: none">1. Make a list of potential publishers.2. Review publisher websites.3. List requirements for prospectus submission.4. Note any book series or special areas of interest.5. List contacts: people who worked with this publisher.6. Write cover letter.7. Send completed prospectus with letter to 5-8 publishers (2-3 at a time). Follow up.8. Alternatively, query editors in advance, and set up meetings with publishers at Conferences.9. Get a contract (Press should send MS out for review).
Project 5	Complete The Book	<ol style="list-style-type: none">1. Read & incorporate Relevant Reviewer Comments.2. Work with editor to revise/complete the MS.3. Allow others to read drafts & provide feedback.4. Complete full MS.5. Revise MS per copy-editor suggestions.6. Carefully read galley proofs & make corrections.7. Do you need to create an index?8. Complete <i>Author Questionnaire</i>.9. Work with editor to move book through production.

Sample Timeline (Pink Ribbon Blues)

- October 12 Paperback edition of Pink Ribbon Blues published
- Summer 12. Create author website, and the Pink Ribbon Blues Blog
- Spring 12 Write new Introduction/ prepare layout for new 4-page image plate for paperback edition
- Oct 10 Book is published**
- Aug 10 Reconstruct index/ Initial index was outsourced from Press
- Jun-Jul 10 Read/edit page proofs
- May 10 Submit responses to copyedited manuscript
- Summer 10 Launch “Pink Ribbon Blues” website w/ blog
- May-Jun 10 Work w/ Press to collect endorsements for back cover
- May 10 Complete “author questionnaire”; author photo; approve catalog copy; marketing strategy
- Apr 10 Choose cover design
- Nov 09 Submit completed manuscript for review
- Aug 09 Negotiate/sign contract
- Aug 09 Editor receives/forwards 3 reviews; write letter(s) responding to reviews
- Jul-Aug 09 Meet with acquisitions editors/ Shop the prospectus
- Jun 08 – Nov 09 Write the book (on 12-month research fellowship)
- Spring 08 Write 3rd article based on dissertation research (published 2009)
- Summer 07 Map out the book (begin tenure track position in fall)
- Spring 07 Submit funding proposals for writing time
- 2005-07. Write 2 articles/book chapter based on DIS research (published 2007-08)
- Dec 04 Finish dissertation** (begin 3-year position as visiting assistant professor)



Sample Timeline (German Professionals)

- Jun 12** **Book is published**
- Jan 12 Deadline for final/print ready manuscript, complete author questionnaire
- Jul 10-Dec 11..... Write book while teaching 4/4 load (no teaching summer/winter breaks)
- Jun 10 Map out the book (chapters and timeline)
- May-Jun 10 Collect the endorsements for the back cover
- May 10 Contacted by publisher of book series to request dissertation for possible inclusion.
- May 10 Negotiate/sign contract, find private editor
- Jul 08** **Finish dissertation** (begin tenure track faculty position in fall)
- Jun 07 Publish 1st article based on dissertation



Stage 4: Write



Bundesarchiv, Bild 102-08112
Foto: v. Ang. 11929

- Read good writing in your field.
- Read about writing.
- Develop a daily writing practice.
- Time yourself.
- Join writing group(s)/find a writing partner.
- Find your “writing groove.”

Stage 5: Shop the Prospectus

Sell Your Vision **AS A BOOK**

- Find Acquisition Editors at Professional Conferences
 - Contact Editors in Advance to Set Up a Meeting
 - Stop by the Book Exhibit for a Conversation
 - Have a Hard Copy of Your Prospectus With You
- Email Publishers with Cover Letter & Prospectus
- Only send out to 2-3 publishers at a time. Let them know you're shopping the book.

Tip: Always check publisher websites for specific instructions.

Stage 5, Cont'd. : Secure the Contract

- Legal contract, without much variation
 - Manuscript/delivery specifications (incl. delivery date)
 - Payments by the publisher: royalties, the (rare) advance against royalties, other editions/composite works, subsidiary rights/reprints, complimentary copies...)
 - Standard terms and conditions
- *Some* room for negotiation (e.g., simultaneous printing of paperback, e-book, hardback; cover image; adding PhD after your name if marketing outside of academia, writing essays for the Press's blog, etc.)
- Marketing plans for the book are separate documents (non-contractual)
- If things go wrong, you can request to be released from your contract. Seek advice on this from trusted advisors.

Tip: Consult senior mentors with significant book publishing experience to better understand contract terms and possible negotiations.

Resources

Tip: Download the handouts for this webinar at www.gaylesulik.com/presentations

Books:

- *From Dissertation to Book* (2005) by William Germano
- *Revising Your Dissertation* (2007) by Beth Luey
- *The Clockwork Muse* (1999) by Eviatar Zerubavel.
- *Publish & Flourish* (2005) by Tara Gray
- *How to Write A Lot* (2007) by Paul Silvia
- *Tricks of the Trade* (1998) by Howard Becker
- *Writing Down the Bones* (2005) by Natalie Goldberg
- *Bird by Bird* (1995) by Ann Lamott

Extra Help:

- Academic Ladder - Writing clubs, coaching www.AcademicLadder.com
- Hired Pen – Writing & editorial services <http://www.hiredpenchicago.com/>
- National Center for Faculty Development & Diversity – Training, mentoring, community <http://facultydiversity.site-ym.com/>
- Inside Hire Ed's Career Advice Column <http://www.insidehighered.com/advice>

Time for Q & A!



Gayle Sulik – www.gaylesulik.com



Astrid Eich-Kroh
Eichkrohma2@southernct.edu

Thank You.