

From Dissertation to Book Professional Workshop

Handouts

August 22, 2015, American Sociological Association Annual Meeting, Chicago. co-presenters Gayle Sulik, Dawn Norris, and Tristan Bridges

From Dissertation to Book

Professional Workshop

Description

In writing an unpublished dissertation, graduate students use a clear methodology to learn about a topic and explain it in a way that advisers will understand and validate. The purpose is to demonstrate skills and abilities to a specific scholarly community. A published book is different. It needs to tell the story of research differently, with fresh insight, clarity, and a new readership in mind. This workshop focuses on how to do that. It outlines: (1) the differences between the dissertation and the book manuscript; (2) the intermediate stages in transforming dissertation research into a full-length manuscript; (3) common barriers to this transformation and strategies to overcome them; and (4) elements of a book prospectus. The workshop will provide informational materials and will include audience Q&A and breakout discussion.

Presenters

Gayle Sulik's prominent book *Pink Ribbon Blues: How Breast Cancer Culture Undermines Women's Health* (Oxford, 2012) grew out of her dissertation research years earlier. Sulik has facilitated the dissertation to book workshop several times, including adaptations for ASA professional webinars and other outlets.

Dawn Norris is currently under contract with Rutgers University Press to publish her book, *Job Loss, Identity, and Mental Health*. She attended the dissertation to book workshop at ASA in 2012 and will share insights about what helped her most in working out her book process.

Tristan Bridges is currently working on a book based on two years of research that charts how gender performances and politics associated with young, straight, white men are changing. His working title is *Othering Other Men*.

Gayle's Work Plan - GOAL: Transform Dissertation to Book

Project 1	Assess Dissertation	<ol style="list-style-type: none"> 1. Read 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 grants. 2. 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.
Project 4	Find Publisher	<ol style="list-style-type: none"> 1. Make list of potential publishers. 2. Review publisher websites. 3. List requirements for prospectus submission. 4. Note book series or special areas. 5. List contacts: people who worked with/know 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).

Gayle's Work Plan, Cont'd.

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. Peers 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.
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Sample Timeline (*Pink Ribbon Blues*)

October 12 . . .	Paperback edition of <i>Pink Ribbon Blues</i> published!!!
Spring 12 . . .	Write new Introduction/ prepare layout for image plate (paperback)
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 " <i>Pink Ribbon Blues</i> " website w/ blog
May-Jun 10 . . .	Work w/ Press to collect endorsements for back cover
May 10 . . .	"Author questionnaire"; author photo; catalog copy; marketing
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 response letter(s)
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 3 rd 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 (published 2007-08)
Dec 04 . . .	Finish dissertation (begin 3-year visiting, assistant professor)

More Timelines (Dawn)

Sample Timeline (*Job Loss, Identity, and Mental Health*)

STILL TO COME:

June 2016 . . .	<i>Estimated book publication date!!</i>
TBD . . .	<i>Book to be indexed by press (used start-up funds for this)</i>
TBD . . .	<i>Read/edit page proofs</i>
TBD . . .	<i>Submit responses to copyedited manuscript</i>
TBD . . .	<i>Copyediting to be done by press</i>
August '15 . . .	Choose cover design
August '15 . . .	Complete author/mktg. questionnaires; author photo; permissions
June-July '15 . . .	Receive/respond to external review; revise MS & resubmit to editor
March '15 . . .	Identify potential endorsements for back cover
March '15 . . .	Submit initial completed manuscript for review
July '14-March '15.	Write remainder of the book (with 4/4 teaching load...)
July '14 . . .	Negotiate/sign contract
June '14 . . .	Editor receives/forwards 2 external reviews; write response letters
June '14-July '15 . .	Write article, offshoot of book research (to publish Oct '15)
January '14 . . .	Submit prospectus and 3 sample chapters
August '13. . .	Meet acquisitions editors/ gain permission to submit prospectus
June '12 . . .	Finish dissertation (3-year visiting, assistant professor, 3/3 load)
August '11 . . .	Exploratory discussions with acquisitions editors/ Shop book idea

Looking Ahead (Tristan)

Sample Timeline (*Othering Other Men*)

Sept 15 '15 . . .	Finish detailed TOC for the entire project and outline of prospectus
Oct 1, '15 . . .	Finalize edits of introductory chapter
Oct 31, '15 . . .	Finish draft of Chapter 3
Nov 15, '15 . . .	Finalize edits of Chapter 3
Dec 1, '15 . . .	Finalize book prospectus packet
Dec 15, '15 . . .	Submit prospectus to publishers
Jan 31, '16 . . .	Finish draft of Chapter 2
Feb 15, '16 . . .	Finalize edits of Chapter 2
Mar 15, '16 . . .	Finish draft of Chapter 4
Apr 15, '16. . . .	Finish draft of Chapter 5
May 15, '16 . . .	Finish draft of Chapter 6
Jun 1, '16 . . .	Finalize edits of Chapters 3-6
Jun 30, '16 . . .	Submit manuscript to publisher

Food for Thought

- *What is my book about?*
- *What is the purpose of my book?*
- *Who is my audience?*
- *What are my professional obligations?*
- *What resources do I have/need?*
- *Is my dissertation finished? How much of an overhaul will it need? Have I read it?*
- *Am I ready to start working on a prospectus? Shopping one around?*
- *Do I have a platform? Who am I as an author, scholar, writer?*

Helpful Resources

Books:

- *From Dissertation to Book* (2005) by William Germano
- *Getting It Published* (2008 [2001]) by William Germano
- *Revising Your Dissertation* (2007) by Beth Luey
- *How to Publish Your PhD* (2009) by Sarah Caro
- *The Clockwork Muse* (1999) by Eviatar Zerubavel.
- *Thinking Like Your Editor* (2002) by Susan Rabiner & Alfred Fortunato
- *Publish & Flourish* (2005) by Tara Gray
- *How to Write A Lot* (2007) by Paul Silvia
- *Tricks of the Trade* (1998) by Howard Becker
- *Writing for Social Scientists*, 2nd edition (2007), Howard Becker
- *Writing Down the Bones* (2005) by Natalie Goldberg
- *Bird by Bird* (1995) by Anne Lamott
- *Professors as Writers* (1990) by Robert Boice

Extra Help:

- Academic Ladder - Writing clubs, coaching <http://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 Advice Column <http://www.insidehighered.com/advice>

Tip Sheet

- ❖ Should you write a book? – “This might seem like a question you’ve already answered. But books don’t fit every scholar’s career. And, that’s okay.” – Tristan Bridges
- ❖ On evaluating your goals and resources – “This is a CONTINUOUS PROCESS! To stay motivated, I taught about my research. Students’ excitement helped me stay excited!” – Dawn Norris
- ❖ On assessing the dissertation – “A first stab at revising scholarly writing may be to **search** for concepts like “social constructionism” and **replace** them with simpler language.” – Wendy Cadge, “Heartwood”
- ❖ Some presses ask for specific information to be included in a prospectus. ALWAYS CHECK their websites first to find out. – Chris Bobel, “New Blood”
- ❖ About that work plan - It’s your book. Your process. In the end, you need to develop it, guide it, and love it for yourself. – Adina Nack, “Damaged Goods”
- ❖ On writing - What do you need to support writing time? Make your wish-list. Then spend some time looking for resources. – Astrid Eich-Kroh, “German Professionals in the United States”
- ❖ On creating your platform – “I never set out to be a public scholar. But I couldn’t put out a call to action and then not be part of the action! My blog took on a life of its own. So did the book.” – Gayle Sulik, “Pink Ribbon Blues”
- ❖ Securing a book contract – “Talk to senior mentors with significant book publishing experience to better understand contract terms and possible negotiations.” – Meika Loe, “Aging our Way”
- ❖ A really great thing to remember – “Life is not orderly. No matter how we try to make life so, right in the middle of it we die, lose a leg, fall in love, drop a jar of applesauce.” - Natalie Goldberg, “Wild Mind”
- ❖ When negotiating a final manuscript delivery date, give yourself ample time for completion – then add another 50% of time onto that. If there was one thing I could go back in time and do differently, I’d give myself more time. – Dawn Norris
- ❖ Add your own tip here – “

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Acknowledgements

The material in this workshop was developed over several years. It now reflects the insights of **seven** of us who wrote a dissertation-based book: Gayle Sulik (*Pink Ribbon Blues*), Astrid Eich-Krohmer (*German Professionals in the United States*), Meika Loe (*The Rise of Viagra*), Adina Nack (*Damaged Goods*), Wendy Cadge (*Heartwood*), Dawn Norris (*Job Loss, Identity, and Mental Health*), and Tristan Bridges (manuscript in progress on contemporary transformations in masculinities, tentative title *Othering Other Men*).

Gayle and Astrid presented an ASA professional webinar on 'dissertation to book' in 2012 followed by a professional development workshop later that year with Meika and Adina, and a modified version of the webinar in 2013. Gayle and Wendy presented the ASA webinar in 2015. Dawn and Tristan joined Gayle for the ASA Annual Meeting (2015) to develop the material further and present it in an interactive workshop format.

Download Materials

Today's workshop slides and handouts are available online at Gayle Sulik's website:
<http://www.gaylesulik.com>.