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Type: Practice-oriented Oral Face-to-face presentation

Independent textbook publishing: A guide for educators

Saturday 17 May 2025 14:50 (25 minutes)

TITLE

Independent textbook publishing: A guide for educators

RELEVANT SIG

Materials Writers

FORMAT

Practice-oriented Oral Face-to-face presentation (25 minutes, including Q&A)

Short English description

KEYWORDS

textbook
publication
independent
creative

First-time presenter?

ABSTRACT

Many educators aspire to write a textbook and choose to publish independently, but the process can feel overwhelming. This presentation provides guidance and practical advice to navigate independent publishing with confidence.

The session is divided into two parts: the Creative Process and the Publication Process.

The Creative Process covers idea generation, transforming concepts into written content, selecting visuals, creating layouts, and developing online components. It highlights the role of AI tools, such as AI-generated voices, chatbots for idea development, and AI image creation, discussing their benefits and limitations. The

session emphasizes collaboration with professionals like designers, voice actors, and editors, as well as gathering feedback from educators and students to refine the material.

The Publication Process focuses on the business side of publishing, including obtaining ISBNs, working with printers, deciding whether to partner with distributors, and building relationships with booksellers. It offers practical advice on creating invoices, managing timelines, and handling taxes. Additionally, the presentation explores marketing strategies and ensuring your textbook provides value to educators and students.

The session concludes with a Q&A, offering participants the opportunity to ask questions about any aspect of independent publication.

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Session Classification: B3-203 SAT: Teaching Younger Learners & Materials Writers; SUN: TYL, CT & TD

Track Classification: Materials Writers