

Risks & Benefits of Self-Publishing an Academic Book Title

Erik Bean, Ed.D

College of Doctoral Studies

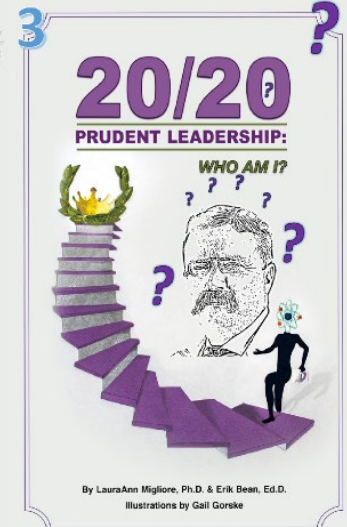
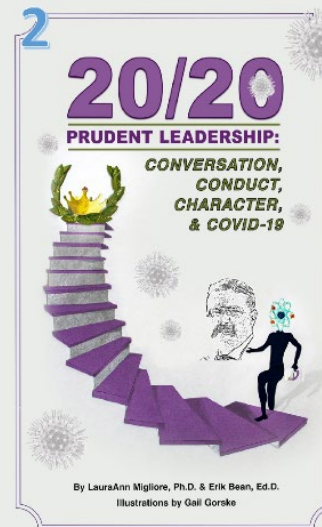
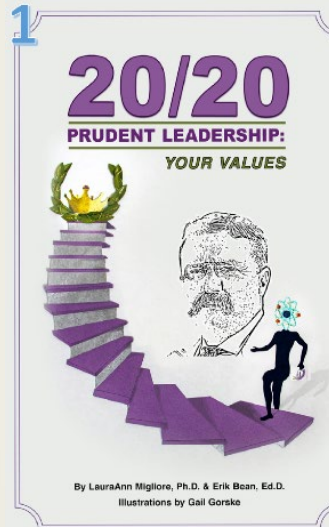
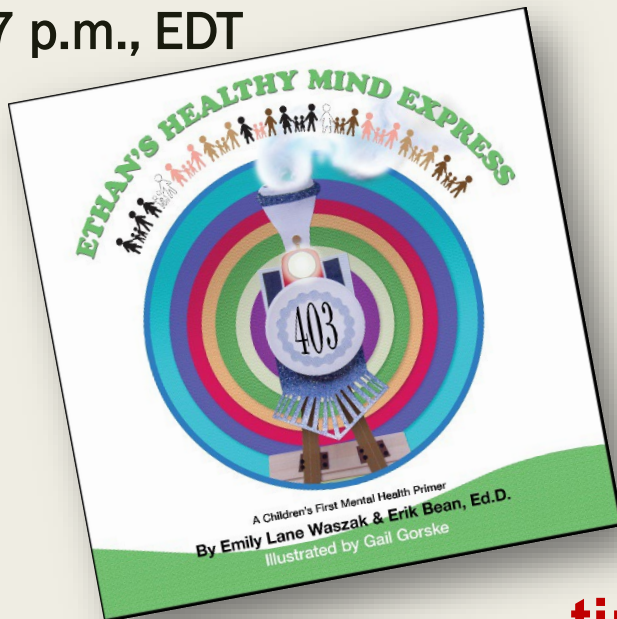
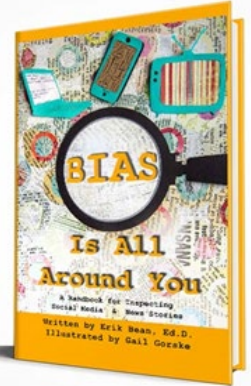
Associate University Research Chair

Center for Leadership Studies &
Organizational Research

profbean@gmail.com

June 15, 2023,

7 p.m., EDT



tinyurl.com/beanamazon

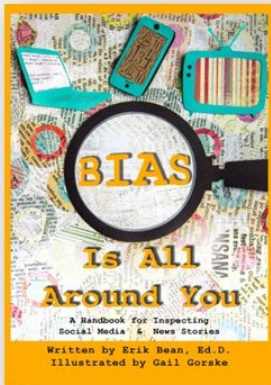


Purpose



NEW FOR 2023!

Since Information Can Outsmart Anyone
Regardless of Their Education or Status...



Bias Is All Around You book now
integrated into U of M's grad course 627:

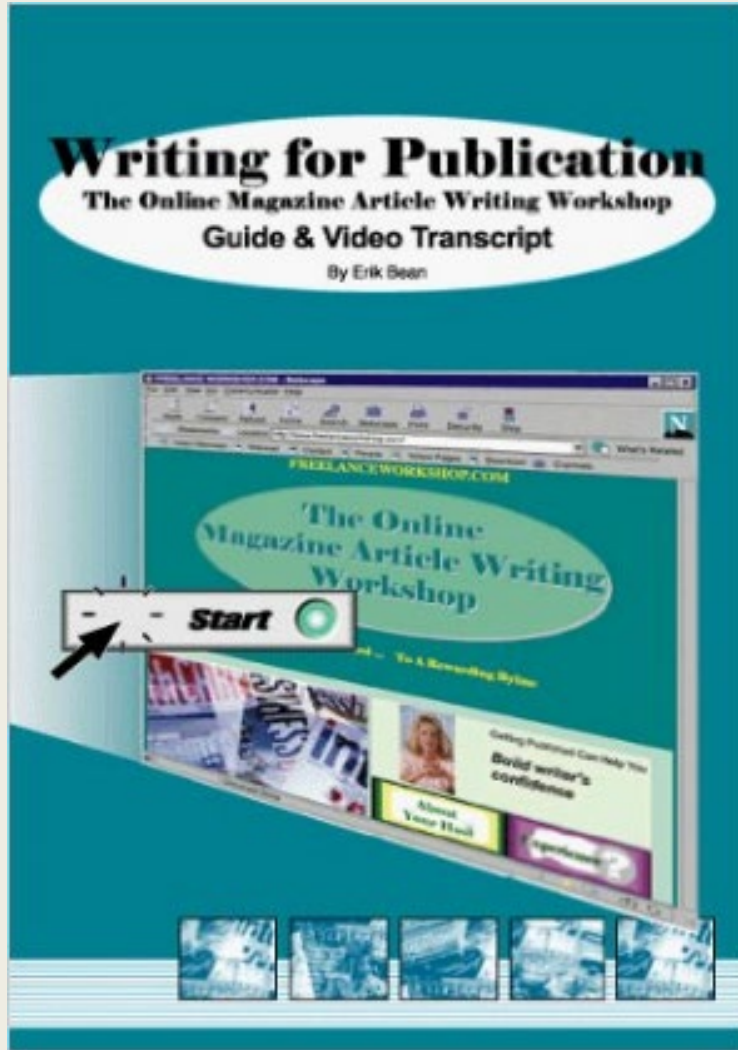
Managing and Leading the IT Org

Through my lived experience, this webinar has been developed to allow faculty, alum, students, and those from the public an enhanced opportunity to engage in professional activities that support the development of their Subject Matter Expertise (SME) aligning to their professional field, leading conversations, disseminating best practices, via professional publication.

Self-publishing an academic title involves risks both financially and, in the time, and effort needed to research and promote your book. If you are not willing to invest at least \$3 to 5K in the first year, your effort would likely wind up as nothing more than vanity. Anyone can publish book, but not anyone can fund and put in the relentless sweat equity needed to help market it.



Background

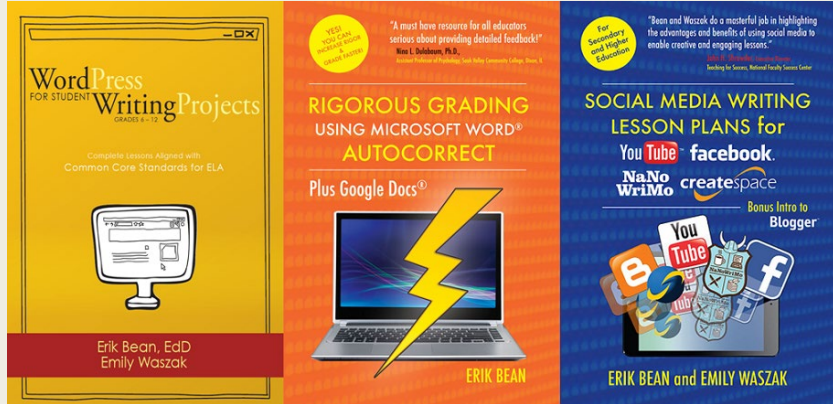


- Self-Published my first book, *Writing for Publication* in 1999.
- Printed in Ann Arbor
- KDP did not exist
- Title was promoted on Amazon
- First book ever tied to a Website: **FREELANCEWORKSHOP.COM**

<https://tinyurl.com/beanamazon>

Self-publishing an academic title involves risks both financially and, in the time, and effort needed to research and promote your book. If you are not willing to invest at least \$3 to 5K in the first year, your effort would likely wind up as nothing more than vanity. Anyone can publish book, but not anyone can fund and put in the relentless sweat equity needed to help market it.

Background: 2008 CDS Grad



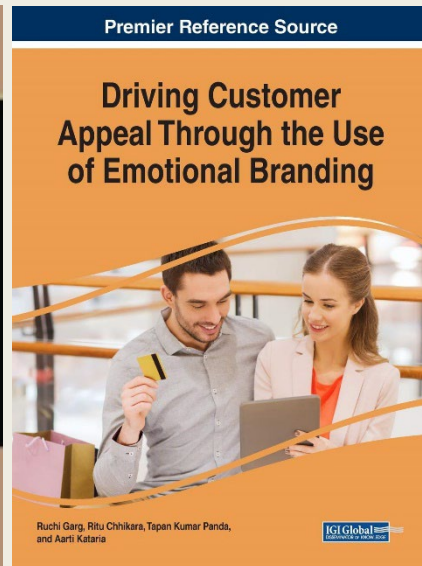
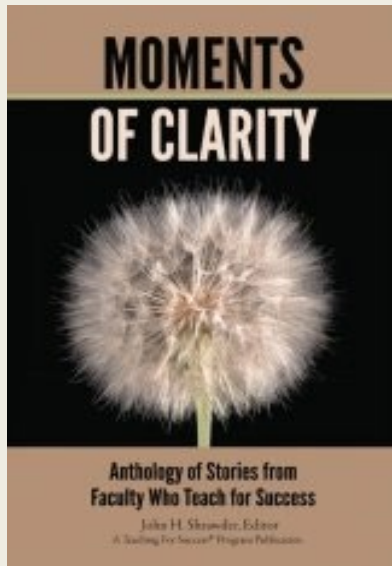
Sold Three Academic Books
Wrote Two Academic Chapters

- Sold three academic book proposals to two publishers in 2013, 2014, and 2015.
- WordPress Writing Projects, Compass Publishing, St. Johnsbury, VT
- Social Media Writing Lesson Plans, Westphalia Press, Washington, D.C.
- Rigorous Grading Using Microsoft Word, Plus Google Docs, Westphalia

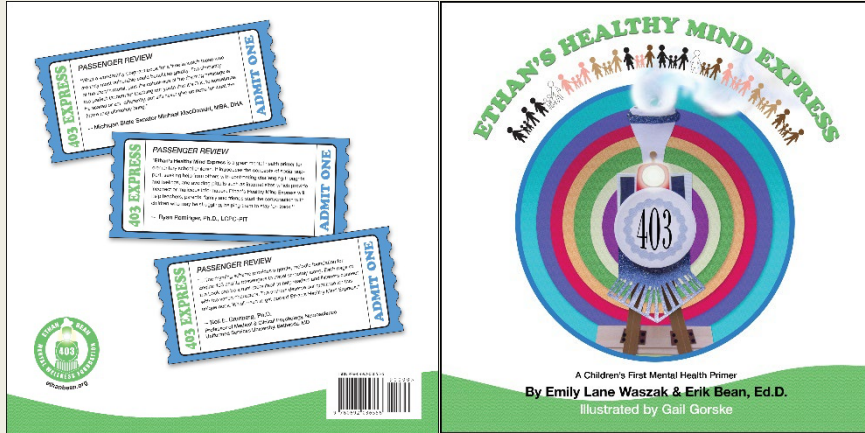
- Rigorous Grading Using Microsoft Word,

(Top 100 All-Time Microsoft Word Best Selling Book according to CNN and Forbes Magazine).

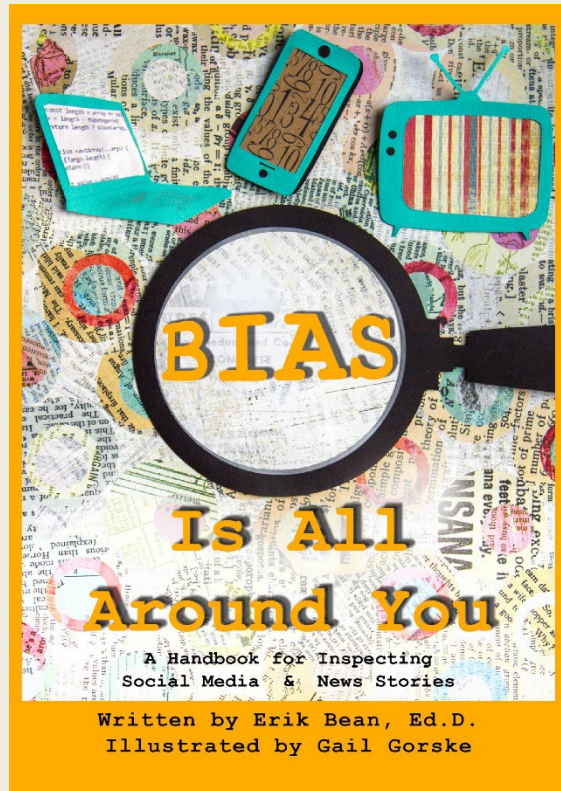
- Two book chapters accepted in 2016 and 2019, via Faculty Success Center, Pentronics Publishing and IGI Publishing



Background: Healthy Mind Express

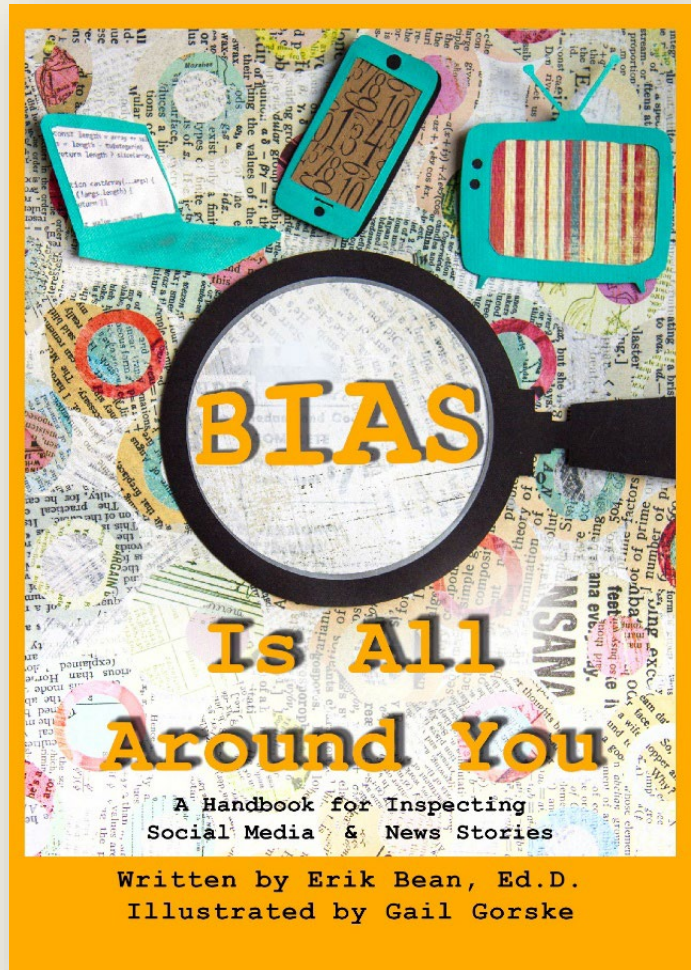


- Self published **Ethan's Healthy Mind Express**, via my Michigan mental health foundation, Healthy Mind Express, 2019
- 2nd Best in Education/Illustrations 2020 Royal Dragonfly Book Award: Story Monsters Magazine Literary Contest



- ***Bias Is All Around You: A Handbook For Inspecting Social Media & News Stories***, 2021

Background: BiasHandbook.com



Bias Is All Around You: A Handbook For Inspecting Social Media & News Stories

2022 American Writing Awards Gold Medal,
Academic, Nautilus & Readers' Favorite
Silver Medallion in Young Adult Nonfiction

-- Foreword by Tim Vos, Ph.D.,

Director, School of Journalism,

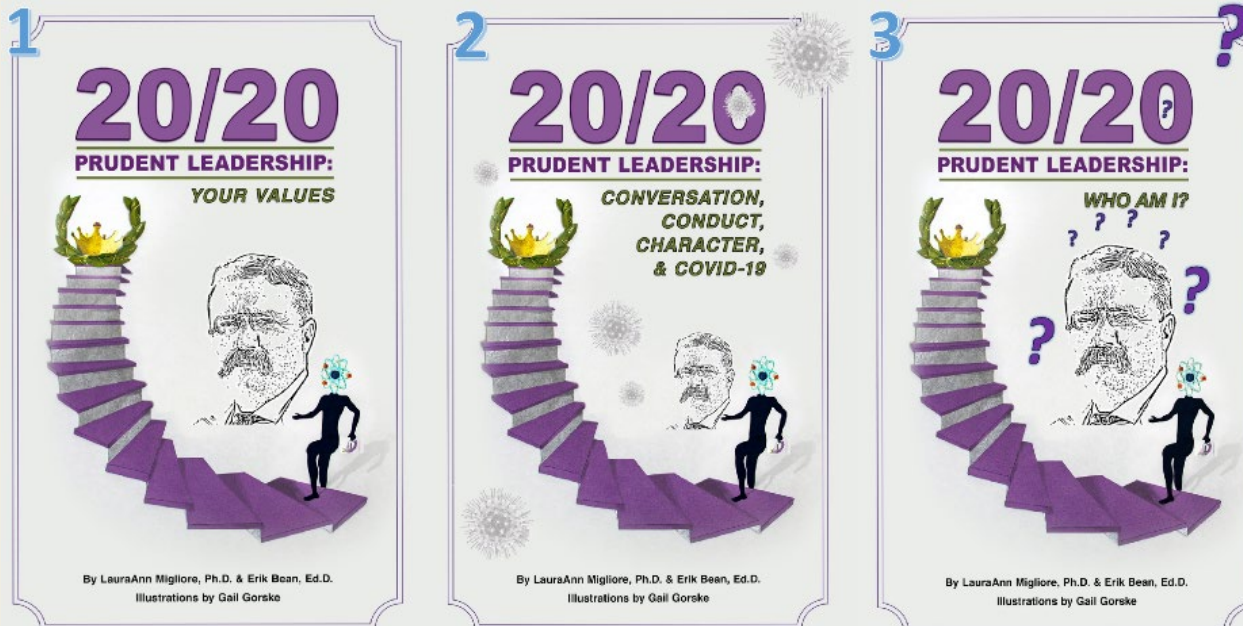
Michigan State University

-- Endorsed by Art Silverblatt, Ph.D.,
noted media literacy scholar.



Background: Coauthor & Editor

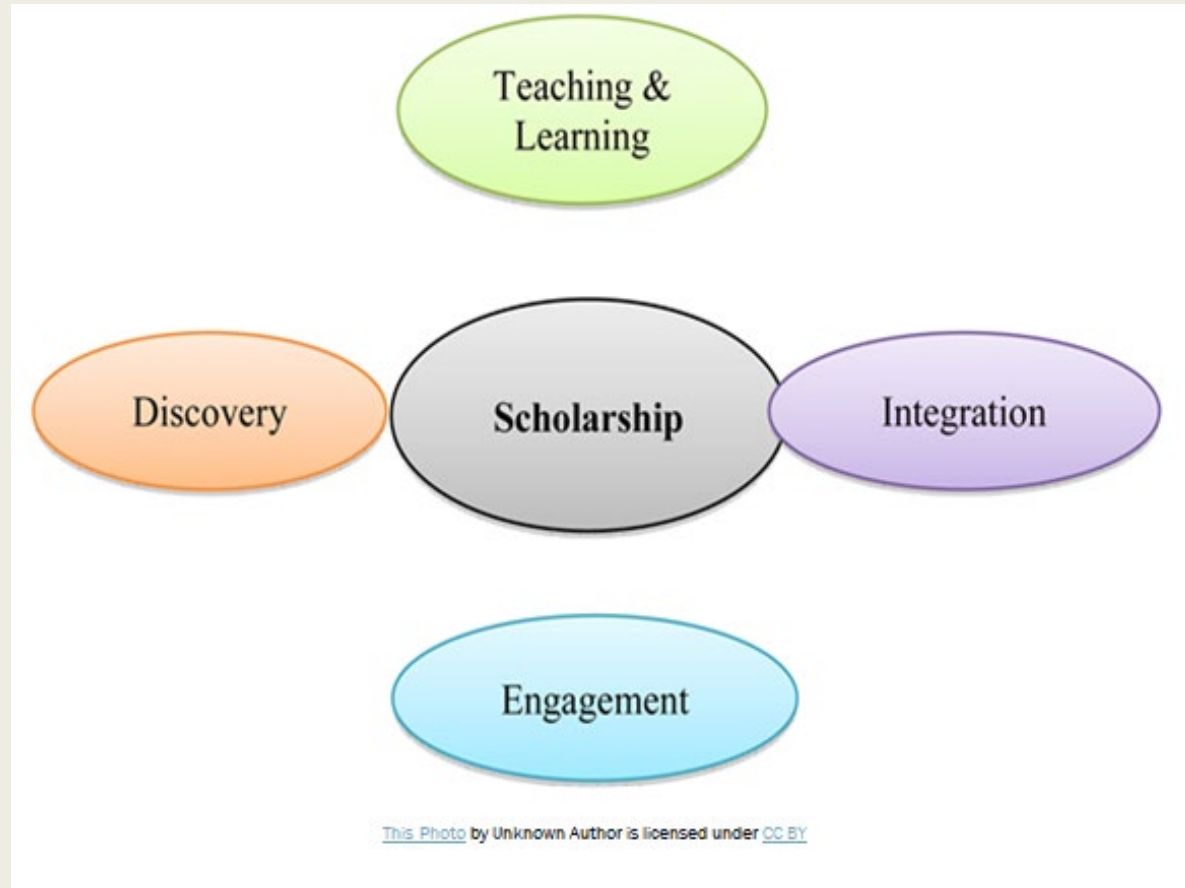
2020 Prudent Leadership Booklet Series by Dr. LauraAnn Migliore



Your Academic Premise, Need

Getting an academic book let alone any nonfiction book published starts from your academic best practices, research, or other rigorous perspective and allows you to communicate a premise that can benefit the academy and/or industry.

While idiosyncratic manuscripts are typically more bias, you may take a risk if they enhance a teaching practice or align with well-known idioms such as [Boyer's Model of Scholarship](#) or a more homogenous approach with more citations.



Self Publishing to Avoid Vanity



- Requires 100 Percent Your Own Marketing
 - Requires Published Endorsements
 - Requires an Understanding of ISBNs for Distributions
 - Understanding KDP or B & N Press Digital Publishing Versus Offset Printing
 - Requires Working with Graphic Artists
 - Requires finding and/or writing legal agreements
 - Requires Understanding Your Competitors
-
- Requires Connections to Book Review Editors: Some Free, Some Paid
 - Requires Networking at Conferences
 - Requires Networking with Associations
 - Requires Manipulation of Search Engine Optimization Search Techniques and Keywords to Find Your Publication
 - Requires Significant Time & Money



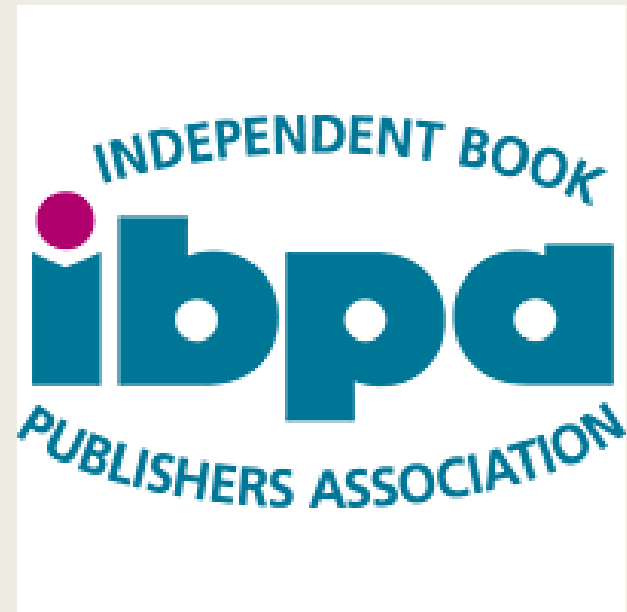
Must Resources: Bowker, IBPA



Bowker®

- IBPA: Independent Book Publishers Association, a California based nonprofit and advocate for small independent presses.

- Bowker, the International Standard Book Number Registrar
- You must have an ISBN for every title and format.



Must Resources: B & T, Ingram



- Baker & Taylor, a long-time distributor to libraries. You must apply and be approved and understand price points because they will only purchase book from you at half library retail costs.
- Only interested in hardcover version
- You must do your own billing.

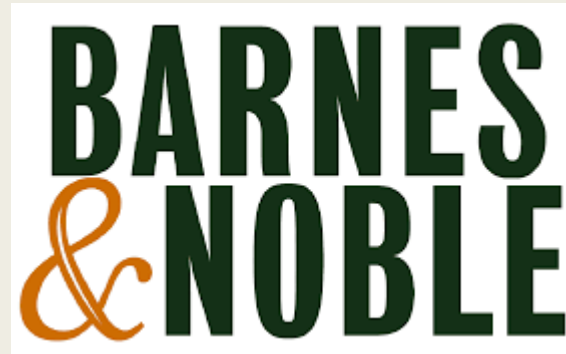
- Ingram is the retail book marketing behemoth. Through their IngramSpark instant publishing services you may be able to offer your title.
- Most retailers still reluctant to put a title on their shelves from a single title digital independent (INDIE) publisher.
- Ingram distributes to libraries B & T does not



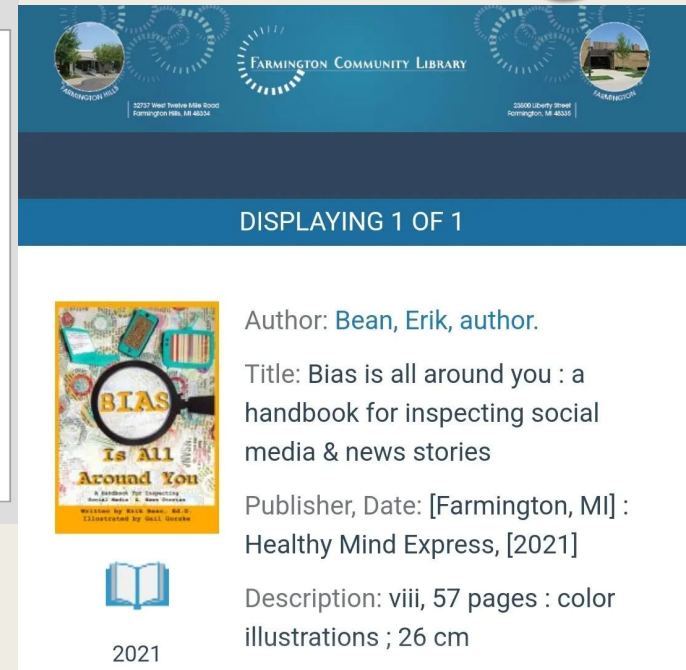
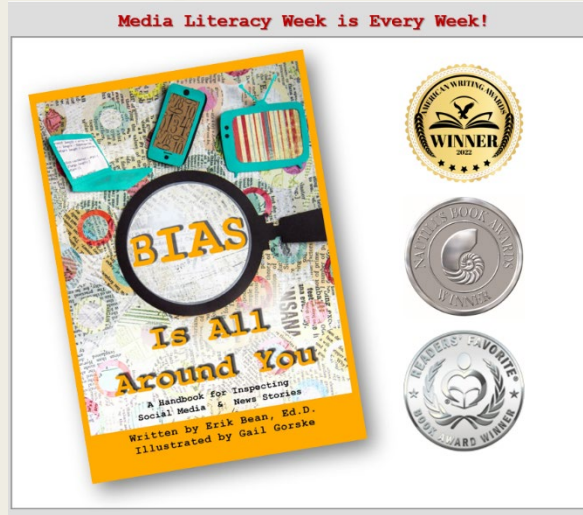
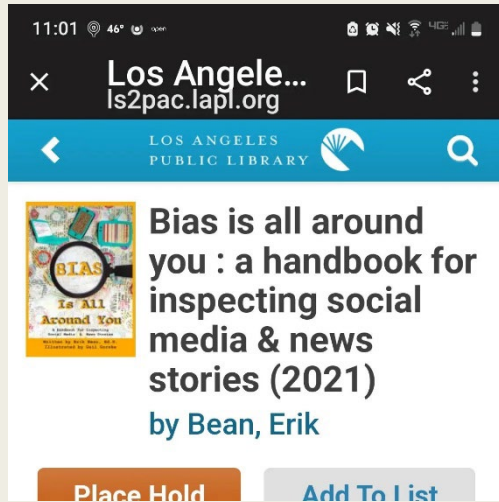
Must Resources: Amazon, B & N



- Amazon through their [Kindle Direct Publishing](#) (KDP) unit provides INDIE publishers tools for perfect bound (paperback), hardcover books (if 75 pages or more), as well as and the Kindle digital format on demand.
- Amazon does provide FREE ISBNs, but that limits your title only to their network.
- [Barnes & Noble Press](#) not only allows INDIE publishers to create and publish perfect bound books but can publish hardcover books less than 75 pages on demand.



Book Website, Social Media, Blogs



BiasHandbook.com



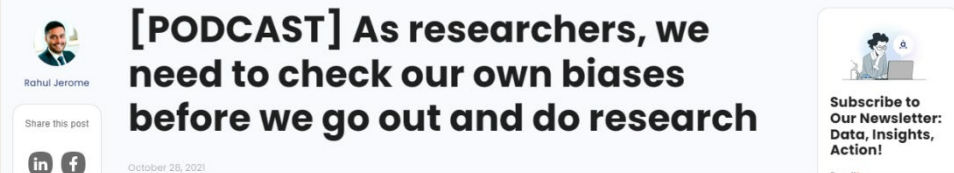
Media
Literacy
now™



Book Contests, Reviews: A Must



Podcasts, Media Releases, A Must



CITIZENS FOR PEACE PRESENTS
Bias Is All Around You:
Can You Separate Fact from Fiction?
TUESDAY, April 11, 2023 @ 7:00 p.m.

With Erik Bean

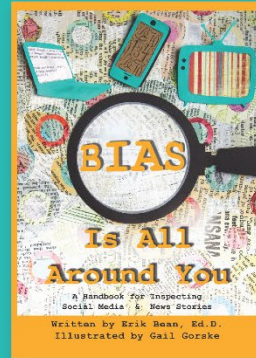


Erik Bean's expertise is information bias. He holds an M.A. in journalism from Michigan State and doctorate from the University of Phoenix, where he also serves as research chair in the Center for Leadership Studies. In his presentation he will share the ideas in his latest book about bias: *Bias Is All Around You: A Handbook for Inspecting Social Media and News Stories*. The book teaches people from all walks of life how to separate facts from fiction in any piece of information. It is a very timely and important topic for all! All are welcome!

THE LINK TO ATTEND IS ON OUR HOMEPAGE AT: <http://citizens4peace.com>



Library Talks, Workshops, A Must



BIAS IS ALL AROUND YOU

Can You Separate Fact from Fiction?

One-Hour Workshop with Author, Meet & Greet

**Tuesday, August 23
7-8pm**

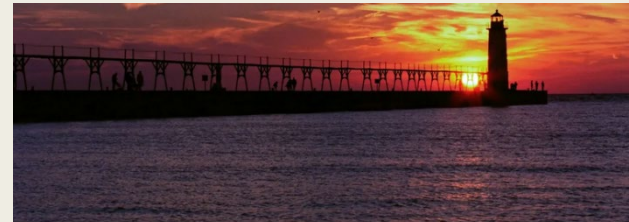
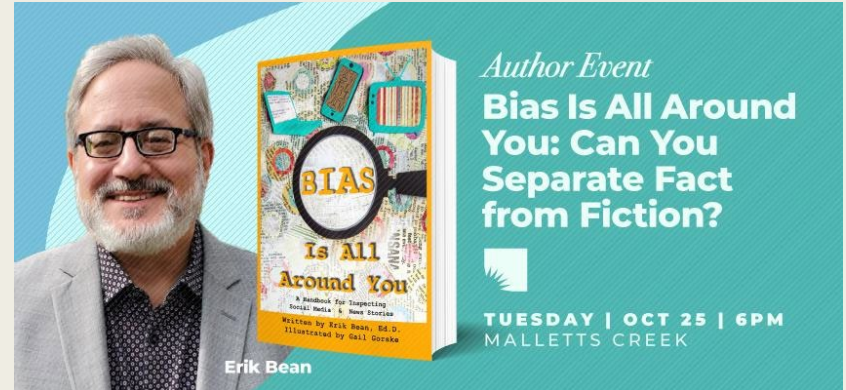
Registration required.
Call 248-349-0720 or
visit novillibrary.org.



45255 W. Ten Mile Rd.
novillibrary.org

Safeguard your mental health and promote civil discourse in these turbulent times. Information can outsmart anyone regardless of their education and status. Join Dr. Erik Bean, Ed.D. for an introspective one-hour workshop where you will learn methods for weeding out bias in the media and all published information. Learn about 7 sources of potential biases and how to spot them.

Gain critical thinking skills you can apply daily when you are presented with false narratives, algorithms, and click bait in today's media environment. Leave the workshop invigorated and motivated to safeguard your mental health and that of those around you.



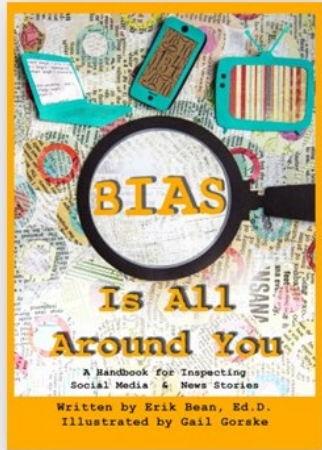
Meet Erik On the Road in Michigan 2022!

- April 30th, Lakeview Public Library, "Open Author Day," Lakeview, MI, 10 a.m. to 12:30 p.m.
- June 4th, Rockford Public Library, "Reading Rocks: Open Author Day," Rockford, MI, 10 a.m. to 1 p.m.
- June 8th, Farmington Hills Public Library, 12 Mile, "Facts from Fiction: Media Literacy Workshop" Farmington Hills, MI, 7 to 8 p.m.
- June 15th, Wixom Public Library, "Facts from Fiction: Media Literacy Workshop" Wixom, MI, 6:30 to 7:30 p.m.



Academic & Book Expos, A Must

NEW FOR 2023!

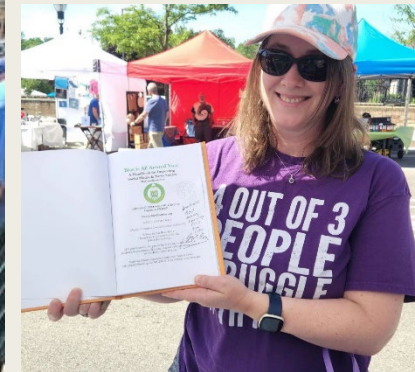


Bias Is All Around You

now integrated into

U of M's grad course 627:

Managing and Leading the IT Org



Jea. NSPA

Fall JEA/NSPA
National High School
Journalism Convention

Nov. 10-13, 2022

fall.journalismconvention.org

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Associate University Research Chair

Center for Leadership Studies &

Organizational Research

profbean@gmail.com

BiasHandbook.com

Risks	Benefits
<ul style="list-style-type: none">• Significant Financial Investment• Significant Time & Energy Investment• Effort Could End Up In Vanity	<ul style="list-style-type: none">• You Can Control Your Narrative• You Recoup All Royalties• Build Your Author and Publishing Brand

Risks & Benefits of Self-Publishing an Academic Book Title

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QUESTIONS | COMMENTS