

Developing an Academic Book Proposal

Alright, welcome everybody.

Uh, my name is Eric Bean.

I am the Associate University Research Chair for the Center of Leadership Studies and Organizational Research, and I'm also a proud 2008 College of Doctoral studies grad.

So, uh, I began with University of Phoenix in 1997, and, uh, I'm based in the Detroit, Michigan area.

So, welcome everybody. I hope, uh, that spring is, uh, serving you well, wherever you're at.

Um, I usually like to start this, uh, webinar off with having all of our guests be a part and, uh, introduce themselves and tell us a little bit about what drew you to this independent academic book publishing webinar.

And, uh, you know, maybe share with us any, uh, independent publishing, self-publishing experience you might have had.

Uh, and so feel free to take the stage.

Uh, Dr. Pamela D. Jones, Houston, Texas.

Um, I graduated in 21, walked in 22, and I did publish in, uh, pastoral Psychology, and that's a journal article, and I was trying to figure out how to write my book.

So I was really happy to see this webinar.

Oh, awesome. Well, uh, congratulations by the way, for, uh, graduating and getting that, uh, peer reviewed article published and, uh, adding a book on top of it.

Uh, you know, you certainly came to the right place, so we'll talk about, you know, the pros and cons of it for sure.

But that's, uh, awesome to hear about your news.

Thank you. And who else would like to share? Don't be shy.

Hi. Even if You, hello.

Even if you just wanna say you're here, just to check it out is fine too.

My name is Makeisha Banks.

I'm here in Ann Arbor, Michigan, and I am a, i, I guess you would say a phase one doctoral student, so I'm not where you guys are.

I'm just here to listen in on tips for the future.

Awesome. Well, congratulations, uh, for being here.

I love a square. Go there all the time.

I'm based in Farmington Hills.

Oh, okay. Yep. Yeah.

And I, I've, you know, I've, geez, about once a year I do a workshop at one of the local libraries there for one of my books.

Oh, okay. So, And, and years ago, years ago, in the late 1990s, I used to teach at the, uh, Huron, uh, was it the Parkway High School? The huge high school? Yeah.

Uh, I used to teach a magazine article, writing workshop when I was in community ed in the late nineties.

Okay. It was a lot of fun. I love Ann Arbor. Love Ann Arbor.

Welcome. Thank you. Yep. Who else is next? Hi, this is, can you hear me? Your mic is a little muffled.

Can you hear me now? Yeah, a little better.

All right. So this is free and I'm in phase five of the doctoral journey.

And, uh, uh, I, well, Farming Hills, I was, uh, working for a company called Complete Business Solutions based out of Farming Hills in late nineties, so Farming Hills.

Um, and, uh, it's sold to other companies right now, but I'm just here to hear how things, uh, uh, move forward for, uh, the book title.

That would be my next dream goal after my doctoral studies.

Oh, very nice. Okay, welcome.

Thank you, Dr. Bean.

There's an intro in the chat. Lisa Parson.

She's starting, uh, her doctoral journey.

Um, her mic is off, so she's just sharing in the chat to say hello. Oh, Okay. Oh, welcome, welcome. Glad to have you here.

And, um, you know, um, it's a, you've got a long journey ahead of you, and that's why it's good to take breaks and to think about other ways that you can, you know, take your subject matter expertise to the next level.

And that's why I offer these kind of workshops, so, welcome.

Awesome. And who else would like to say Hello? I'll go. Um, I'm Sheena Miller.

I'm located in Roswell, Georgia. I am in my second class.

I'm about to finish up RES 7 0 9 with Dr. Blake. Okay.

Um, I'm just here to listen in, um, and to soak in as much information as I can.

Awesome. Sheena, welcome aboard.

And, and you know, I've got something to say about everything, right? Uh, I used to live in Alpharetta in the late eighties.

Oh, okay. And, um, I used to, you know, I went to Perimeter Mall and Stone Mountain.

Mm-hmm. And, uh, love the Atlanta area there.

Such a beautiful area. Thank you. Welcome. Yep. Thank you.

You bet. Who else, uh, would like to say hello? Nobody else. Okay. Alright, well, I'll continue on.

We'll have certainly have time at the end for questions and I'll get started without further ado.

Okay. Well, welcome everybody.

Um, you know, as I said before, uh, I've been with University of Phoenix for many years.

I am the current associate university research chair and an oh eight alum of the program.

Um, so let me give you whoops, little background, uh, on getting started.

Okay. Uh, through my lived experience, this webinar has been developed to allow faculty, alum, students and those from the public and enhanced opportunity to engage in professional activities that support the development of their subject matter expertise, aligning to their professional field leading conversations, disseminating best practices via professional publication, which is a little different than, you know, peer reviewed publication and so forth.

Uh, there's a picture of me and some people who bought my book, uh, in the summer of 2023 at a local authors fair.

Uh, there's a picture in the lower right hand corner.

I knew a faculty member, uh, that, that did adjunct teaching at University of Michigan, and she was able to get my book in a, uh, spring 2023 class for a little bit of exposure.

Um, but, um, if you look at the text in the lower right hand corner, it says, self-publishing and academic title involves risks, both financially and in, uh, time, your time and effort needed to research and promote your book.

Books do not promote themselves if you are not willing.

And this is the hard pill to swallow right off the bat.

But don't be scared. Don't run away.

Um, if you're not willing to invest at least three to \$5,000 in the first year, your effort would likely wind up as nothing more than vanity.

Anyone can publish a book, but not anyone can fund and put in the relentless sweat equity needed to help market it.

Now, over the years, I've done some of this myself outta my pocket, and I've also done it, you know, as a nonprofit.

But either way, you know, you've gotta probably invest that much money if you don't wanna just, you know, pass it out and give it to friends.

Okay. So I published my first book as, as a self-publishing effort back in 1999 when Amazon, when I actually had to ship my book.

Amazon didn't have a self-publishing program, KDP, um, I had as early as 1997.

I still own that URL freelance workshop.com.

It's sitting idly.

But for several years, I ran a writing workshop online, and I had a book which accompanied that workshop called Writing for Publication.

Actually, it was a video. Um, I videotaped my Ann Arbor classes and then sold that in a VHS, oops, we heard that word, right? VHS before DVDs.

Uh, and then somebody said, why don't you take all the, the text out of the video and turn it into a book? And so, with the help of Microsoft Word and laying it out and getting a nice great local graphic artist who I've used for many years on different projects, he came up with that cover in 1999.

And to make a long story short, we sold that book.

Um, and, um, it was sort of like my entry into the self publishing world.

Um, so over the years, um, you know, I was able to, uh, not just sell independent self-published books, but I was able to get contracts from academic book publishers.

So the three books that you see in the upper left hand corner, the first book called, uh, WordPress for Writing Projects.

That was through a publisher in Vermont.

Uh, and, uh, so they helped with some of the marketing, and I was able to essentially, you know, sell the book to them and sign a contract with them.

The next two books, the book called Rigorous Grading.

And if you are a teacher out there and you need to grade, this is a book that uses Microsoft Word Autocorrect to help you insert comments.

It is the absolute fastest way to grade any paper.

You do have to set it up ahead of time with a cup of coffee and insert comments.

But once you do, you simply type an acronym at the keyboard and hit the space bar.

And your comment is dispensed in color with pictures with audio instantly.

And you can tie it to a PA style and grammar.

You can include, um, rubrics.

Um, the Sky is the Limit.

Now, since that book came out in 2014, an Italian man came up with a process to do the same thing over all applications on your computer.

And if you wanna write that down, it's called phase Expander, phrase phrase expander.com.

I believe The only catch is that it, it only handles text.

You can't colorize or you can't insert video or audio.

If you are grading Word documents with my procedure, you can include tables, color, pictures, and audio, something to just, uh, think

about.

So that was sold through another institution.

I had been an adjunct teacher, actually an associate professor at American Public University.

And, um, they had their, uh, they had a relationship with a academic publisher, um, which is called the Policy Studies Organization, a nonprofit think tank in Washington, dc.

They have their own, uh, publishing arm called West Failure Press for 40 years.

And I was able to sell that book, uh, to them.

And same with the book on the right in 2015 called Social Media Writing Lesson Plans, which Incorporate Common Core, uh, lessons.

Um, and I did that with another former adjunct teacher here in the Detroit area for University of Phoenix, Emily Wza.

And, uh, so anyways, this, just to give you just some examples, the other two books down below, I just had a chapter in Moments of Clarity, and then through IGI publishing, which is a peer reviewed book publisher, I have a chapter, uh, on the customer experience research I did in the, with the first iteration of the University of Phoenix, uh, research hub website to determine whether promises made were promises kept, which is an edict of good customer experience.

Um, last year, my book was, uh, the Auto Correct book was in the top 100 all time Microsoft Word, uh, bestselling books.

According to CNN, it's, uh, fell off the Wagon.

It's no longer in the top 100.

If you click on that link, I can give everybody a copy of this presentation.

Uh, afterwards, um, my latest, uh, publications, uh, the one in the upper left hand corner, uh, that's a tribute to my son.

I have a mental health, uh, foundation here in Michigan, a nonprofit that was started in 2019.

We named the book after him called Ethan's Healthy Mind Express.

It's a picture book. It's a, it's a train ride of neurodiversity children, um, who have to support each other through a variety of different situations, including navigating the dark web.

And it teaches them, and imagine this not to believe everything you read on the internet.

So a little bit of early media literacy there.

Um, it won some awards.

And then my latest book, before I get into all the particulars to help you with your project, my latest book I took on in 2021 also published it through this nonprofit effort.

Um, I saw people in my own social media, uh, posting and sharing outdated information, bad information, information that wasn't properly inspected or vetted.

I have a master's degree in journalism from Michigan State University.

So I visited, uh, over Zoom during Covid, uh, 'cause we were still heavily in, in Covid land.

Um, and I got the director of the school of journalism at Michigan State University to write the forward, and that can help greatly with getting publicity for your book.

And, uh, he agreed to write the forward, uh, to talk to people so that the entire book is a project on how to separate fact from fiction.

And now we can add artificial intelligence literacy to those concepts because not all AI is created equally.

You'll be hearing from me with that, because I happen to be a contractor for an AI company right now, and I help train their AI to respond objectively and in human tone.

And all ais are different depending upon how they really are programmed.

So stay tuned for that.

But, um, moving on here, um, biases all Around You.

A handbook for inspecting social media in 2022 at at won awards.

Uh, many of these contests you do have to pay for, um, but you're not paying for a, uh, to get a prize.

They all have a fee these days.

So, uh, we even entered this book for a Pulitzer Prize, which was done through, uh, a school in South Carolina.

Um, and, uh, it was \$79 to enter the book to vie for a Pulitzer.

But I was very disappointed after two months in getting rejected, they had absolutely no feedback, shame on them in the Pulitzer world for not even giving feedback to their, um, entrance.

That's my little editorial there.

Um, anyways, over the last couple of years, um, I turned to the media literacy experts, people who had more experience than me with media literacy.

And I got a gentleman named Art Silver Blatt, who is one of the foremost leading experts on media literacy.

And he endorsed the book.

So you've gotta hustle, you've gotta be on your feet, you've gotta be willing to enter your book into contests, uh, develop relationships, try to think about who might be best to write the forward and who you might wanna just co-author a book with too.

And, uh, over the years, uh, my good colleague, Dr.

Laura Ann McGorry, who also is an adjunct professor in the College of Doctoral studies, uh, she and I over during Covid, worked on self-leadership books that we entitled 2020 Leadership.

We began the first one on the right just before covid.

And then when Covid hit, we renamed the second one and included Covid at the subtitle there.

It's also based on the leadership with Thedo Roosevelt and principles about self-leadership.

Our book was actually rejected by Amazon, which is highly unusual because they, their software, they basically will publish, you know, any book because even if it sits idle, they're not really losing any money on it because they only publish, you know, print one book at a time, right? So, um, but because we had the word covid at the time, there were other people who were publicizing conspiracy theories about Covid at the time.

And, um, so we had to have a series of meetings on the back end.

And her and I actually presented at TQR the Qualitative Report Conference in Nova Southeastern University about what happened to us one year.

And then the last book in the series is about, uh, who am I the history of, who am I based on, the major religions and so forth? So sort of like a miniature workbook.

These books were only no more than, um, 60 to 70 pages long.

Okay? So your academic premise or need getting an academic book, let alone any non-fiction book published, starts from your academic best practice, research, or other rigorous perspective, and allows you to communicate a premise that can benefit the academy and or industry, right? Or, uh, in my bias book case or the children's book, maybe the general public.

So, um, but while idiosyncratic manuscripts are typically more bias, you may take a risk, um, but if they, uh, enhance a teaching practice or align with a well-known idiom such as Boyer's model of scholarship, uh, or a more homogeneous approach with more citations, you're better off.

So what I'm telling you is, is that, uh, for a typical book, you're still gonna wanna have, um, attribution and references in it as well to help make the book more than just your personal opinion.

Okay? So self-publishing to avoid vanity, uh, it requires 100% of your own marketing requires published endorsements, requires an understanding of the international standard book numbers for distribution, which I'm gonna share with you this evening.

So, standby understanding of KDP, which is, uh, the service that Amazon offers to publish books, Barnes and Noble Press, digital Publishing versus Offset Printing, which is the highest quality printing for true four color, um, books that rely on, you know, photographic images requires working with graphic artists requires finding and are writing legal agreements.

You know, I had to, I have a friend of mine who's an attorney who came up with a legal agreement for the, an individual who wrote the Forward in my book, because I didn't want the individual to compete with me after principles in the book were shared.

And I was surprised that, uh, he was able, he, he signed it and, and went along with me, uh, probably fortunately for me, because he has enough credits of his own.

So, um, but you will want to have some agreements written up with graphic artists.

Do you want to give them 10% of the sales? Do you want to pay them just a flat fee? Um, but I have agreements that I use for co-authoring and so on and so forth.

And for co-authors, by the way, we don't consider when, when, when I co-author a book, we're equal offers with, you know, even though you have to decide which person's name comes first or on the top, we consider ourselves the author of the book.

And that's just something that I believe makes it for a better relationship.

Um, so you've got to have connections to book review editors and find out who they are.

Some are free, some are paid, requires networking at conferences.

You know, uh, the International Leadership Association has a bookstore that they open up every year.

And, uh, if your book has to do with leadership, um, you could offer it there and, you know, they could promote it, walk around the conference with business cards, so on and so forth.

Or even, even at other conferences that might sell books.

Um, or you might have to, uh, work on a presentation or a round table submission at a conference that has to do with the topic of your book so you can promote your book.

So just getting out there, um, going to libraries, talking about your subject, right? Um, how, you know, do you have experience with manipulating the search engines? When I post a picture of me and or my books, I label all those pictures with my name, the book name, or the research principle associated with the book, so that when it gets indexed in the search engines, uh, my image comes up, or my name comes up associated with that topic.

It's the same thing you should do in all your social media posts.

You never just post a picture, ever, never.

You have to strategically name that picture, because everything in the internet has a URL, has a universal resource locator, has a web address, and you want to have control over the information associated with that address.

So take, you know, use that to your advantage, right? You've gotta manipulate the search engines.

You know, when I did the book on bias, I used information literacy, media literacy, uh, on every page of the GoDaddy website to compete with everybody else, right? So it does require a significant amount of time and money.

Now, these are some associations that you'll need to join.

The first one is called Baer.

Now Baer is the United States International Standard Book number, um, deliverer.

Okay? So if you go to baer.com, um, you can buy your own ISBNs.

Every book has to have an ISBN.

Every version of the book has to have a different ISBN soft cover, cover audiobook, um, whatever it is.

And while you can get these ISBNs for free on Amazon, and Amazon has a worldwide network, your book can only be sold in Amazon's worldwide, you know, infrastructure, you can't take the book to a local bookstore and sell it because that ISBN that you got for free on Amazon is only for Amazon.

So if you wanna buy your own ISBNs, they start at \$125 the last time I checked a piece, and then you'll have to buy a UPC code, a scanning barcode, uh, unless you know, a graphic artist that knows how to make barcodes.

But those are about 25 bucks.

Now, usually what they do, and what I recommend is that if you're gonna do this, and of course you have to tie all of these sales to a business, you have to have a nonprofit or for-profit business to publish a book on Amazon, you have to have a nonprofit or for-profit business to buy ISBNs on Baer.

So they do typically sell a book, no pun intended, pun intended.

They sell a book of 10 ISBNs, probably for around \$350.

So if you think about that one is 125, and again, I haven't checked in the last year or two, but I, the last time I remember getting 10 of 'em, I think I paid like three 50.

So not a bad deal. And you have them for life.

And when you go to their website, you assign each one a title, and then that gets registered all over worldwide with your publishing company and with your book title.

So, Baer is something that everybody should think about, or at least explore, kick the tires around, um, you know, take your time, think about the process.

Uh, and then we have the Independent, independent Book Publishing Association.

They are a nonprofit.

They're a little pricey, but their yearly fee is, is okay.

And they offer a lot of great tips on how to self-publish.

So, um, they have their own book contests.

They also have inserts that go to libraries where they can promote your book at additional fees.

So they're worth checking out.

Uh, even their magazine is a good monthly magazine, uh, Baker and Taylor.

Baker and Taylor is the second largest library distributor in the United States.

So if you want your book to be in a library, you've gotta reach out to Baker and Taylor.

And you've gotta ask them and prove to them that, uh, even as a small publisher, that you can work with them.

And they are a little funky to work with.

They're, they're not with the times you have to bill them, and you have to keep track of all the sales.

It's a lot of work. It's a lot of work.

Now, the other competitor to Baker and Taylor, uh, that services the rest of all the other libraries is Ingram Spark or Ingram Publishing.

And if you wanna hit the other libraries, you've gotta have your book with them.

They're a little better than Baker and Taylor, and they also distribute to Barnes and Noble and most of the bigger bookstore chains nationwide.

But I have not been able to crack the code to get my book, uh, through Ingram into stores, um, at this time.

Usually what it is, is that if they see a publisher has less than three books, they simply block you out unless you have a who, you know.

Um, but just like the Library of Congress, you cannot get your book indexed in the Library of Congress, no matter how many awards it's won, unless you have at least three books published.

And if I just told you that it takes three to \$5,000 and all this time and investment to publish one book, you could imagine how long and how much time and investment it takes to publish three books to even get your book noticed in the Library of Congress.

Oops, standby.

Uh, Amazon, you'll want to sign up to, uh, Kindle Direct Publishing, KDP.

Um, and, uh, once you have a business established, once you're approved by them, they will give you all the templates for your book.

You have to use their Microsoft Word or PDF templates.

Your book has to be designed to fit their single one book at a time publishing system.

Um, but you upload it and it goes through a series of checks and balances.

And same with the Kindle version of the book.

You have to download their Kindle software.

You have to convert your book to their Kindle ebook format.

You can go as simple as just doing a duplicate of the paperback book, uh, or you can put all the magic in it, include hyperlinks, audio and video, and a lot of other magical things that you can include in an ebook that can get, you know, take up a lot of time.

Um, and I would assume by now, they probably have some AI tools that can help you speed up some of the processes here as well.

Then you're gonna wanna sign up to Barnes and Noble Press, uh, while they have the Barnes and Noble name, they're not run by the same organization that runs the local stores.

Um, but you're still gonna wanna have your book, uh, up and running in their system, uh, too, as well.

And there are other bookstores too, but you've gotta be able to meet their guidelines.

So, for example, Barnes and Noble will publish any hardback book, one at a time, uh, even smaller than 75 pages.

But Amazon, if you wanna publish a hardcover book in Amazon, it has to be more than 75 pages.

So, you know, in addition to this, uh, you know, uh, these are some screenshots of some libraries in Los Angeles, you know, has bought the book.

Uh, my local Farmington Hills library bought the book when I spoke there.

Lots of libraries have bought the book, you know, across the United States.

Um, and then that's a screenshot of a website.

You have to have a website for each book that should publish, and you have to have a social media page for each book that you publish.

So, as you can see, I've got a social media page for biases all around you on Facebook, on Instagram and LinkedIn.

LinkedIn, I'm very fortunate. I have about 675 members also have a TikTok website or TikTok.

So social media page, um, I don't use TikTok right now, while what it's intended, you really have to put your camera right up to your face.

You have to be very authentic in order to gain an audience there.

Um, haven't had the time, but I have, you know, put out a few, uh, videos there.

Uh, let the videos ride their, their own wave.

And then on the right hand side, I gotta change the logo there, but that is X or the former Twitter.

Um, but I also, you know, you wanna reach out to associations that might have to do with the subject of your book.

I became the Michigan Chapter Leader of Media Literacy Now, which is a Massachusetts based nonprofit in September, 2022.

And that wasn't so easy.

I, and you can't just call 'em up and say, Hey, I wanna be a member, you know, well, they gotta check your background out.

They gotta know who you are.

They gotta have an opening, even if you're doing it free of charge, which I am for them.

Um, and, but it's a great relationship because I learn a lot behind the scenes and it helps to promote my book.

And I was able to publish a blog about my book called Close Encounters of Not the Third Kind, the Truth Kind, right? Because the truth is very strange these days, right? Almost like an alien.

So I published a blog on their site, that's good visibility.

Um, you know, and when I like stuff on LinkedIn, I like it as the book, not just as myself.

Then I'll make a comment, and then people will see the comment as the book.

And then people say, oh, I didn't know there was a book about bias.

And that can open up doors too.

So, you know, you can see here how, how the networking is absolutely key.

You know, if you don't do this, you know, yes, you can publish the book, yes, it'll be mailed to your home.

Yes, you'll open it up and be proud of it, and it'll look great on your shelf, but that's gonna be about it.

It won't go anywhere else.

You've got a network, network and network, and it can be a long process, but it can be very rewarding also when you're speaking at local book fairs and, uh, you know, festivals and things like that.

Uh, so in 2022, uh, I say we, because I couldn't have done it without my graphic artists.

I couldn't have done without my editor.

I had an editor for the Bias book, even though it's only 57 pages, it's the only bias book in the world with a one page bias assessment form to take any piece of information, no matter what format it's in, uh, whether it's digital, whether it's analog, TikTok video, a newsletter, television show, podcast.

And you can rate the biases and score it for the overall bias.

And then you've gotta score your own personal bias.

I have a seven question inner circle bias quiz on the website where people can determine how they interact with information.

Also want a goal. Uh, Nautilus Silver Award, we won a reader's favorite Silver Award in 2022 nationally, um, and so on and so forth.

Reader's favorite, another Silver.

And, uh, the Kirks Review that will cost you for review, um, the best reviews, which are hard to get.

You get a one star, you could get an unfavorable review.

Fortunately, we got a very favorable review, although we didn't get one star.

But the book review from Kikis was definitely, uh, in the Midwest Book review, very hard to get through them.

I could only get to the Midwest Book Review through the Independent Book Publishing Association.

Um, and they reviewed the book and having their stamp on it when they said that the book should be in every library across the country.

Wow, that's a nice thing to have.

So, and we also were a finalist in the Publisher's Weekly book Life Prize in 2021.

And then podcasts.

Uh, I had spoken at conferences in the United Kingdom, uh, in 2016, and in 2018 at Oxford University, I was able to network.

And, um, I was able to get on a podcast in the le upper left-hand corner there called Data Stories from a uk, uh, podcaster, uh, talking about research and bias, as well as personal bias.

Uh, the upper right hand corner, Richard Helpy, is a multimillionaire.

I used to work for him 25 years ago in Southfield, Michigan.

And he sold his companies, uh, and profit them.

And, uh, he lives in Palm Springs, and he's got a podcast.

So I reached out to him after 22, 23 years.

I said, Richard, do you remember me working for you? He said, yes, I do. I said, I got a book about bias.

Can I be on your show? And there I am on October 31st, 2021, and I've got Covid.

You'll never know it. 'cause boy did I take a lot of meds that day.

That was, I was on lockdown in my room.

There's my book poster behind me, and he interviewed me for his podcast called The Common Bridge.

And to this day, that Common Bridge Podcast has helped me in so many other ways.

I can't even share it during this webinar right now.

But if I didn't have my book, then I couldn't be on the podcast.

And so, you know, you've gotta think about all of the risks and all of the decisions on why you want to publish a book.

Uh, there I am in the lower left hand corner at the Northville Public Library here in the Detroit area, recording another podcast from an, an amazing young man who had the best audio equipment in the world.

Wow. Did he make my voice sound absolutely amazing? Uh, and then these are flyers that local libraries had made when I did my, uh, bias, you know, fact versus fiction workshops.

And, um, you know, I did them for free in the beginning, and then eventually they would pay me 90 to a hundred dollars for my time.

But it all went to my, the nonprofit anyways.

But I met a lot of interesting people and, you know, sold quite a few books and was able to autograph them.

And that's a fun, fun feeling.

Um, you'll also wanna get your own, uh, square app where you can just take credit cards on your phone.

So, uh, as recently as November, 2022, I spoke at a big journalism high school conference in St.

Louis, uh, speaking to young journalists about how to separate fact from fiction.

There's a French family.

I I was in Northfield, Michigan, a suburb of Detroit in the summer of 2022.

And this boy, you can see wearing the red shirt there, looks like a T-Mobile shirt.

His family came up to me.

They, they were from France, they just moved here to Detroit.

And he, they came up to me and they said, you know, Mr. Bean, you know, there's so many, uh, conspiracy theories about the Eiffel Tower.

You wouldn't believe it. You wouldn't believe it.

We've heard about you. We wanna buy your book.

And they bought my book. How do you like that? Who would've thought of it? Right? All right.

So, um, I, I wanna wrap things up, but let's talk about the pros and cons, and then let's open up the floor to any questions you have about the sweat equity and time needed to get all of this underway, including you're gonna have to purchase your own, you know, domain name like I have up there, bias handbook.com, right? So the risks, it's a significant financial investment.

It's significant time, energy investment effort could end up in vanity, and you might just be selling a few books, but if you could get it even two or 300 copies in a library and say that that's successful, you know, that's something to consider too.

Benefits, you control your narrative, you recoup all the royalties, um, you know, and you build your author and publishing brand.

All right. Well, thank you everybody for listening.

And I have the floor open.

I could even, uh, stop sharing and we can just open it to questions right now.

If Dr. Smith, would that be the best way to do it? Not sure if Dr. Smith is still, I'm still here.

I just had to figure out which screen was my mic on.

Oh, sure. Yes. I think that that would be great.

Um, and then if people, I know you said you were gonna share the, uh, share the presentation.

So we will have that up on, um, research methodology group teams.

I can post both the recording and the presentation there.

So if you haven't joined Teams, our team site, um, I'm gonna go go ahead and put a link in the chat.

But yes, let's open it up for questions.

All right. There's no silly questions.

We're here to help you succeed.

Uh, Dr. Be, uh, it's very, uh, nice to hear about your accomplishments on the challenges we have in this, uh, indie.

And, um, uh, you are talking about in between, you're talking about, uh, publishing Amazon and how it is, uh, uh, structured within inside of Amazon, uh, infrastructure worldwide.

But, uh, that worldwide concept was not known to other publishers.

Is it only for Amazon that has the constraint or, uh, any, uh, all the publishers do have the same type of constraint about that, um, publishing nationally or internationally.

Um, anything else from that perspective? Uh, you know what, yeah.

So let's say you didn't go with Amazon.

Let's say you signed up to Barnes and Noble.

They also, I think can give you a free ISBN, but I believe their, their ISBN only lives in their system.

So the, the, the, the bottom line is probably the best approach is to go to Baer and buy your own ISBN.

And then, but then, then you, then you can still publish with Amazon and Barnes and Noble, but you, you just, you know, you own your ISBN and you can do whatever you want with the book, you know? Mm-hmm. Um, there's in their interface when you're producing the book with them, uh, and you go with, um, like international, um, sharing of profits, um, you know, you can check off if you want to have it exclusive with Amazon or not, not exclusive with Amazon.

And of course, when you say not exclusive with Amazon, you make a little less, but you still get, uh, your broker Wider, wider, wider, uh, Oh, all, all over in, in, in the UK and Italy in Japan.

And, uh, my, you know, you'll have a webpage, you know, on their site all over.

And you have, um, you control what's on your author's page.

So, uh, so right now, if you want, you know, so for example, here, I'll share again here, just stand by here, uh, and let me go back up 'cause it should work for me.

If I click on this link, it should take me to the Amazon page, I would think.

Yep. You guys see that? So they, they set it up.

It's not as, uh, bold as it used to be.

Like, you know, you're, you, the full bio used to come right up.

Um, but you, you control the picture, the bio, uh, and then, uh, you know, they display, you know, all your books, you know, on their site.

And, uh, you know, and, and if you're like a multiple author, you know, uh, this IGI book is \$240, they'll, they'll promote your book if it's free to Kindle members right now, the leadership book is free, um, and so forth.

And you do have to, you know, you do wanna have at least eight to 12 reviews really to get your book.

Um, you know, 'cause people won't buy a book that doesn't have any reviews.

People, you know, even if the reviews aren't good, people will still take a chance.

They'd rather see 20 reviews or 14 reviews than, than no reviews.

So that's just, you know, another way.

So now behind the scenes, there is a KDP, uh, site that helps you, you know, publish the book to as well.

Thank you. Would this be, uh, valid for the international audience or only for us audience? Uh, say again, what's referring to? Is this The, uh, SI website that you mentioned? All Those books? Yeah. Yeah. The one that I just showed you was the SA one.

Um, but I also have a UK one.

Um, and, um, you know, they've, they've been allowing more marketing and they'll, you could place ads on their site too, but, you know, that costs money.

They also, from time to time, will do a free ad program.

So, for example, um, let me just go back here.

And, uh, so I'll, like, I'll click on the bias book.

So I was able to put all the awards.

You guys can see that here's the Gold Award.

This is a silver award.

Uh, you know, Judy Collins, no, Amy Wolf has won a silver award over the years through this organiza.

There's the Kikis Review.

Uh, they, you know, the Midwest Book Review, you can put your editorial reviews on here as a publisher.

Uh, and then, you know, this is statistics, you know, saying this is the hundred and third most popular educational reference according to Amazon on their site, you know, but it gets really exciting when the book is brand new.

'cause these numbers, you know, 'cause you saw a lot during that time period.

And I teach lessons. I also have a teacher's pay teachers, uh, assignments that are associated with the book.

And, um, and so when I have classes that are in session, you know, the book sales, you know, go up too as well.

And then, you know, there's an audio file here, uh, audio version of it, and that's a separate thing.

Audio Audible, that is an exclusive audio version.

We had to hire this guy named Derek Boten here and pay him upfront.

Um, but he's got an amazing voice.

We, we got to review 70 people who applied to narrate the book, and we chose him.

He's a Canadian, uh, it's got a, he's got a great voice.

Uh, and, um, we, we had one single fee.

And, uh, you know, every month I do get a, you know, some sort of a check from here and from, from the, the books as well.

Thank you. So, yeah, any other questions? I know some of you said that you were thinking about doing a book and so forth, and, uh, you know, but you'll wanna have, you know, somebody edit it because there's an old saying, every good editor needs a good writer, and every good writer needs a good editor.

Well, thank you so much for your presentation.

It's, um, it's making it, it's really exciting.

The possibilities.

Yeah. It, it, it can be.

And, and I think you just have to think of like, it as a holistic approach.

You have to say, okay, if I publish this book, you know, uh, what kind of conference presentations can I vie for? Write the proposals, get 'em accepted, how can I get to those conferences so that I can speak? And then, you know, whoever pays for that, can I still work in the book? You know, is it on my own dime? Um, are there local conferences that you could speak at? Are there local libraries that you can reach out to, to speak out? Um, a lot of times for the local fairs, book fairs and festivals, you have to pay a table fee.

Uh, I just paid \$40 for one, um, but that means I get to sell X amount of books to get the \$40 back, right? Um, but you know, the networking can be very exciting because you never know who you'll bump into and they'll say, Hey, can you come speak over here and over there and, you know, so on and so forth.

Um, so, um, absolutely.

Um, you know, so it, it's sort of like a holistic approach.

And then you've gotta be willing to share some of the profits with the graphic artists, um, and decide, do you wanna publish a full color book? Do you wanna publish a one color book? Uh, which is less expensive.

And, uh, a lot of, most of the times you can get a full color cover with a black and white interior, and that's your, the cheapest way to publish a traditional print book.

But in my opinion, if you don't do, you know, like a print book and you're just doing an ebook, you know, somehow it's just not as official because eBooks are very hard to get into libraries.

Although now that I have an ebook with Ingram, they are slowly making the book available to libraries too.

And then of course, the older your book gets, the less obscure it gets, or it gets more obscure, right? And, uh, then you have to, you know, you know, just put it, put even more marketing, uh, into it.

So for example, um, you know, I know we, we've got like six minutes left here.

Let me share one other thing with you.

Um, if I go here, oops, let's see if I can, I dunno how to move this bar.

That's, Hmm. Well, here, I can try to get to it this way.

Yeah, there we go. Okay.

So this is the, uh, bias book site.

And, uh, you know, uh, you're gonna want to talk about the background of the book.

This is the graphic artist, this is the editor, you know, and you've gotta, you know, put all this stuff together.

I do all this through GoDaddy, you know, this is, this is my page.

It's a little big. Uh, and then, you know, then you gotta have a sales page on it.

So where is my sales page shop right there.

And, uh, you know, do you wanna do a tie in with teachers, pay teachers and offer assignments? Do you wanna have a workbook with your book? All those things to consider as well.

Well, I'm very, very grateful to everybody coming out this evening.

Um, we still have a few minutes left if you have any other questions, anything at all that you're curious about with the independent book publishing process.

Now, the other, a avenue that I mentioned is contacting, uh, publishers.

Now, you know, you can get a, uh, book, uh, on literary agents that comes out every year at your local bookstore online.

There's good literary agent books where you could sell, you know, you, you write a couple of chapters, your bio, and you try to sell a book.

You know, that's not, that's not self-publishing, that's traditional publishing.

But you could also reach out to some of the academic publishers that might be at a school where you have another affiliation with, or that you do some adjunct work by adjunct work with.

And they might have a press there, and you might be able to reach out to somebody there and maybe get your book published through them.

So something else to, to consider.

Well, thank you everyone.

Um, join me and thanking Dr. Bean for sharing his knowledge and experience with us.

Um, I've been posting in the chat to, um, ask that you complete the survey for the webinar.

So tell us, um, um, what you thought of this webinar.

Other ideas that you might have for other webinars.

This particular webinar is a research dissemination webinar.

Uh, might not make sense now, but when you look at the webinar or when you look at the survey, there's gonna be a question that's gonna ask you what type of webinar it is.

So research dissemination is the type.

Um, so again, thank you Dr. Bean for sharing.

You're welcome. Your knowledge.

Uh, we will post the, uh, recording and the PowerPoint on the research methodology group teams.

Um, in the chat I put the link to the teams, um, to be able to join.

If you're not a member or if you are a member, you would just go straight through.

So thank you everyone. Have a wonderful, Thanks for coming. Bye everyone.

Bye-bye.