


Asking Why Asking Who Asking How	Testing the Water	Making Promises	Network with Your Network
Which Way the Wind Blows	Draft and Redraft...and Redraft...and Redraft...	The 3 C's: Communication and Collaboration with Contributors	Mental Exhaustion and Hitting the Wall (i.e., Bonking)
Reflecting Back and Lightbulbs On	Marketing and Money Matters	Ask Your Own Question	Ask Your Own Question

Asking Why/Asking Who/Asking How

Why did you decide to do an edited book?

Who benefits?


How is an edited book viewed at your university for promotion and tenure?




Testing the Water

How do you make the case to start a book project with the publisher?

How do you test the waters? e.g., conference symposia, articles, blog posts, etc.



Making Promises

How do you recruit book participants?

What do you promise them?



Network with Your Network

How important is your network?

How do you maintain that network?

What happens as that network expands and contracts?



Which Way the Wind Blows

How do you organize topics into sections and decide on the format for the book structure?

How is the book title decided?

Is it just random nonsense and seeing which way the wind blows....or...?



Draft and Redraft...and Redraft...and Redraft...

How do you collaborate as co-editors?

How many drafts of chapters?

How do you manage draft development?

How do you organize the chapters drafts and finalize chapters?

What technology tools do you use?



The 3 C's: Communication and Collaboration with Contributors

How do you collaborate with the contributing authors? With the endorsers? With the foreword/epilogue writers?

How do you deal with the loss of a contribution, someone wanting to contribute late in the process, or with unexpected delays?



Mental Exhaustion and Hitting the Wall (i.e., Bonking)

What kinds of challenges do edited books pose? For example,

- (1) politics - contributors from countries that don't agree;
- (2) author mandated open access requirements,
- (3) negotiating deadlines,
- (4) stamina and unforeseen illnesses and job duties,
- (5) book length, time, contract, format, book cover, endorsers, credits, photo permissions, or
- (6) other...?



Reflecting Back and Lightbulbs On

Reflect back...

What do you now view as the importance and impact of the book project?

Any awakenings?

Any unexpected successes and results?

What would you do differently?



Marketing and Money Matters

How did you market the book and personally benefit from it?

How do you negotiate your book contracts?

What unexpected items cost money?

What resources are needed to successfully roll out a book?



