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TIPS WITH TEXTY AND MCGUFFEY WINNERS

- 1. Maintain a goal oriented work ethic and positive attitude so that your book becomes the best one out there in this subject by doing the highest quality of research and writing.**
- 2. Always be professional in your interaction and responses with co-authors, editors, and production staff. If you get angry at any time, let some time pass before responding so you can always retain an air of professionalism and see the situation more objectively. Avoid gossiping.**
- 3. Never bad mouth competition. Instead state strengths and deficiencies in comparison to your product. Remember--Competition is good--it makes you work harder to create a better product.**
- 4. Network with professionals in the field in which you are writing. This helps address educational issues as years pass and new editions are written.**
- 5. Maintain contact with those in your profession by attending annual meetings and/or chapter meetings of professional organizations. Those that use your book will talk to you at these meetings and you can learn to better meet their needs.**
- 6. Insert your photo and e-mail address either in the instructor's resource manual or text preface so users can contact you if they have questions that need answers. Users can identify you at conferences if he or she knows what you look like.**
- 7. If your book has a web site, post quizzes for students, errata for students and instructors, and technical updates.**
- 8. Always meet the target dates for submission of manuscript, reviewing copy edited manuscript, and returning page proofs. If you do not, this can handicap the production staff, put your book on a back burner, and miss the best marketing time for your book's appearance; thus, you may lose sales to competitive books that are available.**