

Writing College Textbook Supplements

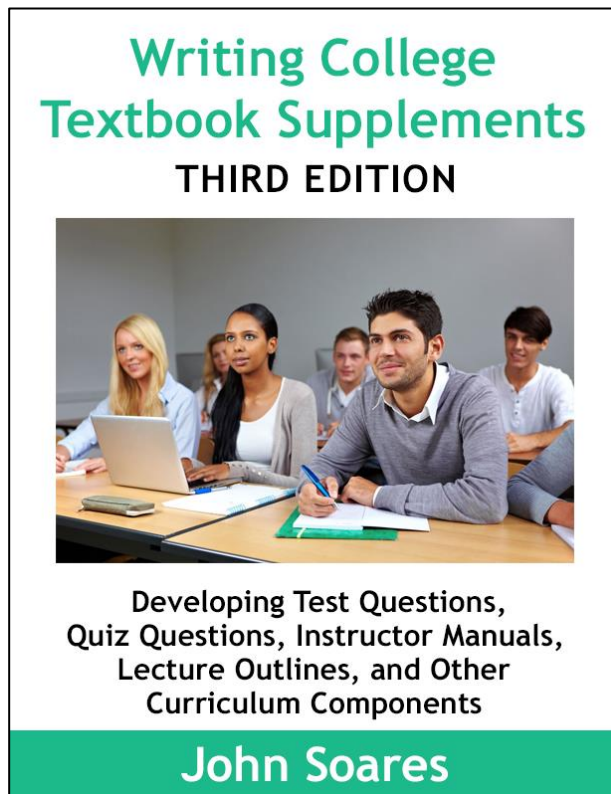
Developing Test Questions, Quiz Questions, Instructor Manuals, Lecture Outlines and Other Curriculum Components

Third Edition

This is the table of contents, Introduction, and first nearly two chapters of my ebook [Writing College Textbook Supplements](#), third edition. Find out much more about the ebook [here](#).

I offer coaching to textbook supplement writers and freelance writers in general. Details on my [freelance writing coaching/mentoring page](#).

Also see my short and effective self-guided course to specializing as a freelance writer: [Find Your Freelance Writing Niches: Make More Money for Less Work](#).



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I also thank my niece Dionne Soares Palmer. She has applied the information in this book to launch her own career as a supplements writer, and she made numerous suggestions to improve this third edition.

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Finally, many, many thanks to my students and teaching colleagues at the University of California at Davis, Butte College, and Shasta College. The students especially are what textbook publishing—and textbook supplements—are all about.

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Introduction

The Minimum Requirements to Succeed as a Supplements Writer

Education Level

No surprise: it's best if you have a PhD. However, a master's degree is usually sufficient.

Only have a bachelor's degree? You can still get a lot of work creating textbook supplements, but you'll find that it's primarily the education content management companies (see Chapters 2 and 3) that will hire you. If you also plan to work in K-12, a bachelor's degree is often acceptable to both textbook publishing companies and education content management companies.

Teaching Experience?

Time in front of a class definitely helps, but lack of teaching experience is usually not a deal breaker. However, teaching experience is often required for K-8 projects because it's important that supplement creators be very familiar with the specifics of curriculum for each grade (but note that this book focuses primarily on college textbook supplements).

Know the Subject Matter

You get hired because you are the “subject matter expert,” a term you'll encounter frequently (often abbreviated as SME). This means you need a thorough understanding of the material in the textbook. You should already have this through your academic studies and perhaps your teaching experience; as I discuss in Chapter 3, you can also work in related fields if you can easily gain an in-depth understanding of the material. (I've worked in a wide variety of social science and hard science

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subjects, from political science, sociology, and communications to biology, geology, and meteorology.)

Write Well

You need to understand the basics of English grammar and punctuation, and you must be able to write clearly. It's also important that you are adept at editing your own writing. Yes, your work will likely be edited, but at times it is not, so don't count on others to fix your errors.

Do High-Quality Work

This is crucial for continuing success in this field, as it is in just about any endeavor.

Meet Deadlines

Another biggie: Editors won't give you repeat work if they can't rely on you. You get bonus points for beating deadlines.

Market Well

This is how you get new clients and retain existing clients.

Note...

These last three are the main focus of the rest of the book!

How I Started Writing Textbook Supplements

I received my M.A. degree in political science from the University of California at Davis in June of 1989. The following spring I taught international relations at Shasta College near Redding in Northern California, and a year later I began teaching American government, international relations, and politics of developing countries courses at Butte College near Chico, California, while continuing to teach both international relations and American government at Shasta College. So I was a part-time instructor at two colleges, and I was teaching a full-time course load between the two of them, yet I was making very low part-time wages.

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I had always been interested in writing as a profession and had already begun a career in outdoors writing. My first hiking guidebook for Northern California came out in 1992, the third and last in 1996. Two of those books are still in print. I also wrote 100-plus magazine and newspaper articles on outdoors topics in the 1990s, ranging from climbing Mount Shasta in Northern California to swimming with manta rays on the Big Island of Hawaii.

At Butte College I met sales representatives for the major textbook publishing companies. I asked one “Who writes these instructor manuals and test banks?” She said, “People like you.” That book rep and her colleagues at other companies put me in touch with editors. In the summer of 1992 one of those editors called me and I landed my first big project, a test bank for a new American government textbook published by Harper Collins. They paid \$2.50 a question for 1600 questions: I made a cool 4000 bucks and was hooked on my new profession.

The Progress of My Career

I took advantage of my diverse educational background (A.S. degree in engineering, B.S. degree in biochemistry, M.A. in political science, with a lot of course work in history, geography, and earth sciences) to market myself to publishers in several fields using the methods described in this book, and I continued to get work. By the summer of 1994 I'd been a part-time college instructor for four years. For the previous three years I'd had essentially a full-time load of five classes per semester, but I was making only about \$15,000 from teaching. Even though I loved teaching and got high evaluations from both students and administrators, I decided to become a full-time writer. By 2001 I had reached an annual income of \$53,000 from textbook supplements, about three-and-a-half times what I made as a part-time college instructor. I achieved my highest income from supplements in 2002: \$63,066. Since then I've scaled back my work schedule so I have more time for travel and hiking and backpacking, and also for creating my own books, ebooks, and online courses, and my blogs such as my ProductiveWriters.com site. I also continue to do various writing projects for businesses and nonprofits (see JohnWrites.net).

How I Wrote This Book

Since I've worked in many different disciplines for over 25 years, I've created just about every type of college textbook supplement. In my frequent talks with editors, I always took extensive notes. I wanted to know everything I could about both my own work and college textbook publishing in general.

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I first had the idea for this book in the late 1990s, and I've been collecting information from editors, books, supplements, and the Internet ever since. Before and during the writing process of this edition and previous editions, I interviewed several editors with detailed experience with textbook supplements (also called ancillaries), and I've also had the manuscript thoroughly reviewed by multiple editors.

How This Book Will Help You Make Money

I show you everything you need to know to find editors and convince them to pay you good money to create textbook supplements. I also detail how to do a great job on your projects and maintain solid relationships with editors so they come back to you time and again with more high-paying projects.

What's New in This Third Edition

It's been six years since the second edition of *Writing College Textbook Supplements* came out. Since then I've learned even more about the craft, and I've also explored many more options for finding clients. Here are the main highlights of the improvements I've added in this third edition:

- Detailed discussion about working for education content management companies
- More details about how to find jobs on the Internet
- Expanded coverage of using LinkedIn to connect with editors and get jobs
- The pros and cons of having your own website, and what to include if you do decide to have your own website
- More tips on how to get your work done well and quickly
- Advanced techniques for writing excellent multiple-choice questions and creating effective PowerPoint lecture outlines
- Key blog posts about my personal experiences writing supplements
- Other blog posts about how to be a more productive writer from my Productive Writers blog
- More Internet resources, along with updated URLs

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The ProductiveWriters.com Blog

ProductiveWriters.com is my main website. It focuses on helping freelance writers get good assignments and get their writing done quickly. It's also where I write posts about creating textbook supplements; you can find those posts in their own category: <https://productivewriters.com/category/freelance-writing/freelance-writing-for-college-textbook-publishers/>.

I strongly suggest that you subscribe. It's easy to do: just go to the site and follow the directions in the right-hand column.

Note that some of the material in this book also appears on the blog, although I may abbreviate it or elaborate a bit. Most of the info, though, will stay in here.

Want My Personal Help?

I'm available for one-on-one coaching:

[Coaching Sessions with John](#)

My Motto

This is my motto for creating textbook supplements:

Help Instructors Teach Better; Help Students Learn Better

I'm committed to helping students become more informed about the world. We need educated citizens and leaders to deal with the many challenges we face – environmental, economic, political, technological, international – and those undergrads in college courses around the world truly are the future.

The motto guides me and keeps me focused on producing only the highest-quality work.

Chapter 1

The Benefits of Writing Textbook Supplements

There are two main areas in which writing textbook supplements will benefit you: helping your career and putting money in your bank account.

Help Your Career

Having one or more textbook supplements on your résumé or CV will boost your chances of career advancement, especially if you are in the teaching profession. Here's how.

Increase Chances of Getting a Better Job

Many supplement writers are part-time faculty at a community college or a university. I was a part-time instructor at the community college level for several years, so I know what it's like, and I know that most part-time instructors would love to be full-time instructors. Hiring committees, whether for community colleges, teaching-focused four-year colleges, or research-focused universities, are impressed that you have written textbook supplements. It shows you are active in education beyond just teaching, it shows you have initiative, and it shows you can tackle and complete large projects.

Increase Chances of Getting Tenure or Promotion

Of course, if you already have a full-time teaching gig, you want tenure, and beyond that, you want promotions. Textbook supplements stand out to promotion committees for all the reasons discussed above.

The Benefits of Writing Textbook Supplements

Other Writing Possibilities

You likely have other writing interests besides doing work in educational publishing. Having textbook supplements on your writing résumé will make it easier to convince publishers—be they newspaper, magazine, Internet, or book publishers—that you can do quality work and follow a project through to completion.

Get a Job

Writing supplements is a good way to get to know people in the textbook publishing and education content management industries. You may decide you'd like to work for one of these companies in editorial, marketing, or sales, or by managing other supplement writers as a developmental editor or project manager. It really helps when your publishing credits show you have experience in the field, and you'll also know editors who can recommend you for jobs.

Make Good Money

What Affects How Much You Make

There are several factors, all discussed in detail in subsequent chapters (especially Chapter 4, Negotiating Payment), that determine how much money you will make:

- How well you market yourself
- How well you write
- How well you communicate with editors
- Your areas of academic expertise and the demand for supplements in those areas
- Your overall skill level with software programs such as Microsoft Word™
- Your ability to understand and use the Internet
- How well you understand the textbook publishing business
- How well you negotiate with editors
- Your flexibility with publishing cycles and publishing schedules
- Your willingness to work hard when necessary to meet deadlines
- Most importantly, your desire to succeed in this field

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Sample Rates of Pay

Pay rates range from minimum wage (rarely) to over \$100 per hour (uncommon). I've made in the \$50-80 per hour range for the vast majority of the projects I've done in my 25-plus year career. I've had a few projects where I made \$100-\$150 per hour, even one where I made about \$250 per hour, and I've also had a couple where I only made \$20 per hour (because I underestimated how long it would take before I accepted the projects). Keep in mind that I have a lot of experience in the field and I type quickly. However, you could be, or with more experience could be, both better and faster than me.

If you have good qualifications, if you market yourself well, and if you negotiate well, you should be able to make \$25-\$75 per hour, depending upon the project and company.

Be Aware of Publishing Cycles

Most college textbooks are on either a two-year or a three-year publishing cycle. This means that a new edition of a given textbook is released with updates to the field that have occurred since the last edition was finalized. In addition, the authors and publisher may decide to add more breadth to the book or perhaps some new pedagogical features.

Publishers time the release of new editions so they are available either at the beginning of the fall semester (mid-August) or at the beginning of winter quarter (early January). The bulk of textbook supplement preparation occurs in the two to four months prior to publication of the book. This happens because supplement authors need to work from either the page proofs (PDF files of the book that are very close to the final product) or from the manuscript of the new edition, and these are typically not ready until this time.

This means that work tends to concentrate in certain months and can be lean in other months, although there are always some projects available year-round, especially with education content management companies. You need to be prepared to work hard and make good money when the work is available, and then make use of the slow times to pursue other freelance writing niches (see my [self-guided course Find Your Freelance Writing Niches](#)) or to do other pursuits that either make you money or bring you joy.

The Benefits of Writing Textbook Supplements

When to Transition to Full Time

Yes, you can make good money in this field. However, it takes time to reach the point where you command high levels of pay and get offered projects on a steady basis. Therefore, you must initially look at writing textbook supplements as a way to augment your current income, not replace it. This is especially the case if you work in only one academic discipline. If you work in more than one, you of course have more opportunities to get projects.

Many of you only want to write textbook supplements in order to augment your income a bit. However, if you do want to earn your living doing this, be sure you are getting more than enough work to pay the bills. You should have at least three months' savings as a cushion for potential gaps in the publishing cycle when there is little or no work available, and six months' savings is optimal.

Chapter 2

Students, Instructors, Editors, Publishers, Education Content Management Companies

What Students Want

The students are ultimately what we—you the writer, your editor, the textbook authors, and the publishing company—are all about. We want students to be well educated so they can understand the world better, be able to pursue their passions, and be able to take care of themselves and their loved ones financially.

Students want quality textbooks, useful supplements for those textbooks, and they want their instructors to teach well. To that end, you the supplement writer need to create great supplements that help students learn and teachers teach.

What Instructors Want

Instructors want a high-quality textbook that covers the material at the appropriate level and presents the material in manner that is easy for the students to understand. Instructors also want supplements that help them teach and make it easy for them to test their students fairly, and they want top-notch online study sites for their students. As a textbook supplement writer, much of the work you do helps instructors teach better, and when you do that, students learn better.

What Editors Want

I cover in detail what editors want from you as a writer in other chapters in this book. In brief, they want you to do high-quality work and finish it on time, and they want good communication with you and a pleasant working relationship.

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They also want all aspects of their projects to go smoothly, although this doesn't always happen. Keep in mind that editors have to deal with many other people besides you, both within the publishing company and with outside vendors.

Who Editors Are

For starters, most of the people you will work with at publishing companies and education content management companies are not what most people think of as "editors." While a few may have been English majors and may be excellent writers with good copyediting and proofreading skills, most editors at college textbook publishers spend most of their time coordinating various aspects of their specific area of specialty within the company, not perfecting manuscripts.

Characteristics of Editors

Varied Educational Backgrounds. Nearly all have at least a bachelor's degree, and some have advanced degrees. Often editors will work with an academic discipline that is quite different from what they studied in college.

Varied Editorial Experience. Consider yourself fortunate if you are working with an editor who has been in her position for more than a couple of years. Be prepared to deal with editors who have just been promoted, or have just switched to your discipline, and are still learning the ropes.

Varied Interpersonal Skills. Some editors are adept at communication while others are not. (See Chapter 3, Getting Assignments, and Chapter 6, How to Make Editors Happy, for details on good communications with editors and maintaining good relationships with them.)

Varied Organizational Skills. Some editors are great at getting you the materials you need when you need them and taking care of other important details upstream of what you are doing. However, others are not. (You need to keep close track of what is happening with your projects and ensure you get what you need when you need it.)

High Turnover Rate of Lower-Level Editors. Many lower-level editors (associate editors, assistant editors, and editorial assistants) don't remain in one position for long. They typically leave their current positions for one of four reasons. First, they may transfer to a similar position in a different discipline. Second, they may go into sales for a while. (Many publishing companies encourage this.) Third, they may get

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promoted to a higher-level position. Fourth, they can leave the company.

Types of Editorial Positions

Here's a general hierarchy within the college textbook publishing world, from the most powerful to the least powerful:

- Executive Editor
- Senior Editor
- Development Editor/Project Manager
- Associate Editor
- Assistant Editor
- Editorial Assistant

Be aware that different companies will sometimes have different titles for the above positions. (At education content management companies, you'll deal with "project managers" and other people who are the intermediaries between you and the publishing company.)

Depending on which project you are involved with, you could come into contact with any of the bottom five. However, the people most likely to hire you and work with you are assistant editors and associate editors, and occasionally development editors. Editorial assistants help higher-level editors with a variety of tasks, so you will also deal with them.

What Publishers Want

Textbook publishers are in business, so publishers, first and foremost, want to make profits. If they don't make profits, they will go out of business. Publishers typically make profits by selling high-quality textbooks and other instructional materials that are in high demand by professors.

Always keep in mind the bottom line when working in this industry. Some key points:

- If the publisher is doing well financially, there is a greater likelihood of more money for supplements and their authors.
- If the publisher is doing poorly, supplement budgets may be decreased, which will mean less money to pay you and perhaps fewer supplements overall.

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- You help the publisher make money by creating the best supplements possible, which increases the likelihood of textbook adoption and retention.
- Large publishers are often involved in many different businesses besides producing higher education textbooks, and these other businesses obviously affect profitability.

An Overview of the Textbook Publishing Industry

There are many companies that publish books for use in college classes. However, as a freelance supplements writer, you are interested primarily in the large commercial companies that publish textbooks for lower-division college courses, the ones taught to freshmen and sophomores. The size of these markets supports creating a large number of supplements for students and instructors. (There is also some work creating supplements for popular upper-division textbooks, but this is only a small fraction of the total.)

The main trend in the college textbook publishing industry in recent years has been consolidation. Basically, the larger companies have been acquiring the smaller companies. Often they keep the acquired imprints intact, although sometimes they absorb the textbooks of the acquired firm into their existing imprints.

Another trend is privatization: The textbook publishing arm of a public traded company can be sold to a group of investors who then run the company privately. A prime example is the creation of Cengage in 2007; it bought the college textbook assets of Thompson Corporation, including Brooks-Cole and Wadsworth, among others.

As a textbook supplements writer, you need to pay attention to changes in ownership. Such changes can create new work opportunities, or potentially create problems with existing work relationships. Major shifts in companies can mean editors get reassigned to different disciplines or leave the company altogether, requiring you to market your services to new people. Of course, you also have the opportunity to make new connections and also keep your old ones. This is a key reason why you need to maintain good relationships with editors: They can hire you when they move to new positions, and they can recommend you to their replacements. It's always a good idea to connect with editors on LinkedIn. That way you can stay in touch with them – and stay on their radar – if they move to a different company.

Finally, the Internet and technological advances have had a major effect on the textbook publishing industry. Publishers face greater competition from free textbooks

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and also from piracy of their works. This is a complicated and evolving situation, but the overall effect has meant increased pressure on publishers' profits.

See Appendix One for a list of college textbook publishers, which is also [at my website here](#).