

PUBLISHING FROM YOUR DOCTORAL RESEARCH: CREATE AND USE A PUBLICATION STRATEGY WORKBOOK

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CHAPTER 1 Exercises and questions for reflection: identify and align goals, assets, and plans

These exercises ask you to reflect on your career goals and align them with your current assets. Reflection questions encourage you to think first, and then work through the exercises. For our purposes, the term *asset* is used to refer to any piece of relevant work, whether it is written, visual, or in other media.

Feel free to add or rename columns and to customise the worksheets to fit your own circumstances. You may find you need to move back and forth between them as you identify and align goals, assets, and plans.

Evaluate Assets: Review Writings, Reflect on Experiences! and done.




	<p>Academic</p> <ul style="list-style-type: none"> • Thesis/Dissertation • Lit reviews, papers • Presentations
	<p>Professional</p> <ul style="list-style-type: none"> • Projects • Reports
	<p>Personal</p> <ul style="list-style-type: none"> • Travel • Unique professional or cultural experiences

Figure 1.2 Evaluate your assets.

Reflection

Why do you want to write? This is the fundamental question. Use this chapter's exercises and questions to think through the reasons and aspirations that motivate you to write. Discuss your thoughts and feelings with other writers and/or record your observations in a writer's journal.

Reflect on your career direction(s). Are you trying to advance in your current career or change careers? Are you looking for a position in an academic institution, a company, or a charity, non-profit, government, agency, or nongovernmental organisation? Do you intend to create your own business, such as a consulting practice? Do you want to be entirely self-employed, or to combine selected options with freelance work that complements a salaried position? Make a note of the route you want to take.

What are the personal dimensions, perspectives, or priorities as you look at your career goals? How might your hopes to travel, start a family, or other personal desires factor into your career plans? How might you integrate activities you've done as side hustles or hobbies into your work and writing life?

Exercises

Exercise 1: articulate life and career goals

If you aren't yet sure what might be expected, begin with some research. First, look for the highly successful thought leaders in their fields. Look at their publications, as well as social media, blogs, or videos. Look at their institutional affiliations and other professional and volunteer activities. What can you learn about the kinds of efforts valued in your field? Next, identify your questions and ask for more information from academics, professionals, or leading members of professional associations in your field.

Exercise 2: identify and analyse the assets that will help you to meet your goals

What types of writing and what kinds of publications will you need to achieve your goals – and make a contribution? What knowledge, strengths, and personal identity will help you move forward? What prior research can you draw on as content for new writing? What previous writings could be updated and fleshed out for publication? This is the first stage of the

publication strategy development process: to clarify what is needed to meet personal and career goals, and to dissect and evaluate your existing work.

This exercise and the next will help you to collect, organise, and evaluate all of the materials you have. Of course, you have your thesis or dissertation, but you may also have other substantial assets that you haven't considered in the same light. To get started, dig through your filing system and pull out significant papers you wrote for relevant courses, as well as any previous articles (published or unpublished), essays or assignments, research reports, conference abstracts/posters/papers, relevant social media posts, and so on. Consider any professional work, such as reports, articles, presentations or webinars. List these under the headings below, deleting any headings that are not applicable for you.

Identify your assets

Begin by creating a list of relevant academic writings from coursework, your doctoral program, postgraduate, and/or professional efforts. They might include:

- Thesis or dissertation
- Course papers
- Articles
- Essays or assignments
- Research reports
- Professional reports
- Conference abstracts, posters, papers
- Funding applications
- Presentations, media, and/or webinars
- Relevant blog or other social media posts
- Other

Exercise 3: evaluate your assets

Next, carefully evaluate each of these intellectual assets. What ingredients do you have, and what will you need to develop, in order to cook up the career you want? Create as many tables as you need to describe and analyse your work. You might want to use one table for an entire dissertation or thesis, course paper or essay, or create tables for specific sections of the dissertation/thesis, such as the literature review. Try to identify at least three assets you can use; it's fine if you have more.

Here is an example we have completed to show you how this works:

Dissertation/Thesis, Title: xxx has:	Section/Pages	Description	Author's Notes
Strong and clear chapters or sections?	Chapter 1: Introduction to the problem	Problem is described very clearly	I should add a couple of specific examples from the field, in addition to current literature. With minimal updating, I could use the introduction to the problem as the basis for a short article or even a blog post. I could add specific recommendations to be more practical. Question: Where could/should I publish it?
Points are relevant to current issues in the field or research and/or practice?	Chapter 1: Background of the problem	Problem is still relevant	
Literature is up-to-date? (Less than 3–5 years old depending on field of study.)	Chapter 2: Literature review	Most recent literature is 2014 – need to add new sources	
Data are current (less than 3 years old).		N/A in this section I don't discuss my data	
Raised new questions for future research, the field of study, society at large?	Chapter 5: Implications of the Study	New questions point to aspects of the problem that are still unresolved	
Suggested recommendations for practice?	Not included in the dissertation		
Other	Paper from xxx course: 'title', pages 5–8.	I discussed the problem from a societal perspective in this paper.	

Table 1.2 Asset example

Here is a blank table you can adapt so you can start to evaluate your own assets:

Dissertation/Thesis, Title: xxx has:	Section/Pages	Description	Your Notes
Strong and clear chapters or sections?			
Points are relevant to current issues in the field or research and/or practice?			
Literature is up-to-date? (Less than 3–5 years old depending on field of study.)			
Data are current (less than 3 years old).			
Raised new questions for future research, the field of study, society at large?			
Suggested recommendations for practice?			
Other			

**CHAPTER 2 Exercises and questions for reflection:
plan to use assets for publications**

Reflection

Writing is a time commitment even when we have significant assets to build upon. What do the options for publication mean in the context of your personal priorities? What are you willing to sacrifice to make the time needed to complete writing projects at the level of quality needed for academic or professional publishing?

Exercises

Exercise 1: align assets and goals

In Chapter 1 you identified your goals and evaluated your academic writings and related work. Begin making plans by identifying assets you currently can direct towards meeting the goals. Create a column for notes about each goal, including next steps.

Here is an example:

Goal	Current Status	Plans or Steps	Assets	Author's Notes
Become an independent researcher and adviser who conducts programme evaluations. As an independent researcher and consultant, I would be expected to create reports, and, possibly, articles for professional	I conducted evaluations and wrote reports for a student research project; studied the evaluation techniques in my dissertation research.	<ol style="list-style-type: none"> 1. Write an article about programme evaluation methods in community organisations. 2. Post about the article on a blog aimed at agency staff, link to social media. 3. Use this article and related posts to build credibility, expertise in program evaluation. 	Reviewed the literature and wrote two academic papers on evaluative methods for a PhD level class.	<p>The literature I reviewed is now three years out of date, so the first step is to update the literature.</p> <p>I need to publish an article that would build credibility in my expertise.</p> <p>Ideally an article should be published in a journal respected by both scholars and agency leaders.</p>

newsletters or journals.				
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Table 2.1 Example of assets and goals

Here is a blank table you can adapt and complete.

Goal	Current Status	Plans or Steps	Assets	Your Notes

Exercise 2: academic work to publication

Use the five options explained in Chapter 2 to think through potential directions you can take.

What can I do with my thesis or dissertation? Try to align publication options with the goals and assets you outlined in the Chapter 1 exercises. Describe whether you will extract, condense, expand, adapt, or apply some elements from your dissertation. For example:

Dissertation/Thesis Title:

OPTION	DESCRIPTION	RELATED GOALS	TO-DO LIST
1. Extract	Use introduction to the problem as the basis for a blog post.	Build credibility for my expertise	See whether my professional association has a blog where my post might gain attention from others in my field. I might ask whether anyone would like to collaborate on an article. Look for a journal with a global audience. Also, look for call for chapters in books from top-tier publishers that might have broader distribution.
2. Condense			
3. Expand	Conduct a literature review of articles published in the last three years to update literature in Chapter 2 of the dissertation. Expand literature review to include studies from other perspectives, including the global south.	Use as the basis for journal article. Writing in a global context will help me to compete for academic positions in other countries.	
4. Adapt			
5. Apply			
Combination of options			

Table 2.2 Example of goals and strategies

Here is blank table you can adapt, so you can relate your own goals to explicit strategies.

Dissertation/Thesis Title:

OPTION	DESCRIPTION	RELATED GOALS	TO-DO LIST
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1. Extract			
2. Condense			
3. Expand			
4. Adapt			
5. Apply			
Combination of options			

How and when will you do the work outlined in the to-do list? Which steps can be done quickly, such as finding out what informal publishing options are available to members of professional associations you have joined? Other steps will take more time, such as finding, reading, analysing, and incorporating new literature or collecting new data in a follow-up study. Begin developing a more detailed set of goals and outlining the steps you will take to accomplish them.

Exercise 3: start outlining your publication strategy

Building on the Chapters 1 and 2 Part 1 exercises, create a preliminary outline for your publication strategy. You will continue to refine this publication strategy outline, and add new thoughts and details, as you work through the exercises suggested in this book. You will also want to set up a file (paper, electronic, or both) where you can collect important resources that support your publication strategy.

Here is a suggested outline that you can amend to suit your needs. Add or delete sections to personalise your publication strategy as you move through this book.

I. Goals: What goals are important to you?

- a. Career goals
- b. Impact, social change, social justice goals
- c. Personal/life goals

II. Content: Given the assets you identified in Chapter 1, what content do you have and what new content will need to be developed?

- a. Existing research
- b. New research
- c. Literature
- d. Theoretical propositions
- e. Findings or results
- f. Recommendations or implications
- g. Experience
- h. Observations

III. Publication Types: Given what you know at this point, what types of publications are you considering? As you move through this book, you will explore a variety of conventional and emerging ways to publish your work, so you can continue to add the ones that make sense for you.

IV. Strategy for Each Type of Publication: Begin making notes about your strategies and add as you continue to work through the coming chapters. Add as many types as you want to work through in order to determine your priorities.

a. Type 1

i. Content

1. Adapt existing

a. Steps

b. Timeline

2. Create new

a. Steps

b. Timeline

ii. Sole author or co-author?

1. Agreement(s) established with co-author(s)

- iii. Respond to call for papers or submit proposal directly to the editor
- iv. Submission steps and protocols
- v. Writing
- vi. Revising and finalising the manuscript
- vii. Submitting the manuscript
- viii. Addressing review comments
- ix. Promoting and/or presenting the work
- x. Timeline

Exercise 4: consider relevant ethical issues

- I. Locate and familiarise yourself with at least one code of ethics relevant to your field. Also, check out the website of the Committee on Publication Ethics at <https://publicationethics.org/>.
- II. Identify the ethical issues you will need to consider when publishing in your field. You might want to discuss with other writers and/or record your thoughts in your writer's journal.
 - a. Ethical issues in respect of other scholars
 - b. Ethical issues in respect of participants
 - c. Ethical issues in respect of my readers
 - d. Ethical issues in respect of where I publish
 - e. Ethical issues related to self-plagiarism
 - f. Any other ethical issues specific to my field

CHAPTER 3 Exercises and questions for reflection: planning and writing a journal article

Reflection

When you think about the journal articles you want to write, what purpose do you hope they will achieve?

Exercises

Exercise 1: research options and make plans

1. Find three or four academic journals relevant to your topic, findings, methods, and/or ethical approaches. Make a table with brief notes of their key requirements.

2. Make initial plans for a journal article for one of these journals, using the following headings:
 - a. Journal name
 - b. Word count
 - c. Any other relevant requirements
 - d. Working title for article
 - e. Key points to make
 - f. Relevant literature (already read)
 - g. Relevant literature (need to read)
 - h. Search terms to use to find literature
 - i. Timescale/deadlines

Exercise 2: add journals to your publication strategy

Update your publication strategy you began to outline in Chapter 2 to include goals and key steps associated with publishing one or more articles.

Exercise 3: consider the value of journals in your field or discipline

The readership and use of journals may influence what articles you choose to write. Look at the most-read and most-cited articles in leading journals in your field. Are they intended for use as assigned readings in academic courses, or for ongoing edification of scholars? Do they serve as discussion springboards at conferences, as the basis for policy changes, or do they serve other purposes?

CHAPTER 4 Exercises and questions for reflection: planning and writing a book***Reflection***

Reflect on your life and career aspirations in relation to writing and publishing a book. What could you gain from publishing a book? What might you lose?

Are your skills and interests more aligned with writing a book, co-writing a book, or editing a book? What would potential readers gain from the experience of reading a book versus another form of publication? Who would benefit from reading about your research process or findings? Who would benefit from reading about your research experiences or insights?

Exercises***Part 1: research your options***

1. What is there in your identified assets that you could extract, condense, expand, adapt, or apply to create a short or full-length book? Write down your answers.

2. Think of a publisher who operates in your field or, if you can't bring one to mind, check the spines of books on your shelves or in the relevant section of the library to find the most common publisher. Go to that publisher's website and find their information for authors and proposal form. Read those to find out what would be involved if you wanted to write a book for them.
3. Look at the pricing for various types of books, including research handbooks. Consider whether you prefer to publish a book that is accessible to readers or one that is purchased by libraries as a reference book.

Part 2: add to your publication strategy

Write out goals and key steps to include in the publication strategy you started to outline in Chapter 2.

CHAPTER 5 Exercises and questions for discussion and reflection: planning and writing a book chapter

Reflection

What edited collections have you read? What did you like or dislike about them? Why?

Exercises

Exercise 1: research options

1. Identify content from your thesis or dissertation that could be extracted, condensed, or adapted to meet requirements for book chapters.
2. Identify publishers' websites and/or email lists from organisations or professional associations and/or social media or other web pages where calls for chapters are distributed. Evaluate at least one call for chapters to help you understand the expectations and steps of the process.

Exercise 2: add chapters to your publication strategy

Write out goals and key steps and update the publication strategy you started to outline in Chapter 2.

CHAPTER 6 Exercises and questions for reflection: planning and writing a case study

Reflection

What types of case analysis did you participate in as a student? What do you wish the case writers had included in those cases?

Exercises

Part 1: explore case study publication options

Exercise 1: Case studies are more common in some fields than others. Explore ways case studies are used in your field or discipline. Categorise examples into the types described above: instructional, research, or exemplary.

Exercise 2: Who published the cases you found in Exercise 1? Look on the publishers' websites, and search for case development divisions of research centres or institutes. Find and evaluate publishers or other distributors where you could submit proposals for case studies. Use Table 6.1 to record what you find, and the specific steps that will be needed for each option.

Publisher	Case Type	Proposal Requirements	Additional Information

Table 6.1 Case study requirements

Exercise 3: In addition to reviewing your audit from Chapter 1, look at some of your background materials. Identify content, including research notes, emails to supervisors, committee members or fellow students, design notes, and proposals written before the study was

conducted. Pay attention to problem statements, theoretical frameworks, literature reviews, method sections, insights, models, and/or findings that could be adapted to meet requirements for research. What stories could you tell that might help others to understand particular situations or generate new solutions?

Part 2: add cases to your publication strategy

After you complete the exercises and reflect on publication options that align with your goals, update the publication strategy you started outlining in Chapter 2 with any case-writing options that interest you.

CHAPTER 7 Exercises and questions for reflection: planning to work with a publisher

Reflection

How good are your negotiating skills?

Negotiating and working directly with a publisher can be intimidating. Reflect on any concerns about this process and interactions with an acquisitions editor. Think about what you can do to prepare, so you will feel more confident.

Exercises

Part 1: research options

1. Identify three publishers of books and journals that are active in your field. One should be a non-profit publisher, one an independent for-profit publisher, and one a for-profit publisher that is part of a larger organisation with shareholders. Try to find the annual report and accounts of each publisher. Compare these documents, the company websites, and what

people are saying about each publisher on social media. Does one appeal to you more than the others? Why?

2. What do you think are the ethical issues that pertain to academic publishing? Note down your answers, and then visit the website of the [Committee on Publication Ethics](#). Have a look at their core practices, resources, and cases, to familiarise yourself with the main ethical issues in publishing from research.

Part 2: add to your publication strategy

Write out goals and key steps. Include them in the publication strategy you started outlining in Chapter 2.

Part 3: Practice

Find trusted colleagues or friends with whom you can discuss how you will handle the kinds of situations outlined in this chapter, and practice role-playing conversations you might have with an acquisitions editor.

CHAPTER 8 Exercises and questions for reflection: planning and creating alternative publications

Reflection

Which alternative formats do you enjoy most as a reader or listener? Why? How might your preferences contribute to your work with alternative methods of publishing?

Exercises

Part 1: research options

1. Look at examples of the alternative methods of publishing research findings set out in this chapter that you find most appealing.
2. Identify content from your research that would suit at least two alternative methods of publishing.
3. Decide which alternative method of publishing is most closely aligned with your career goals.
4. Evaluate the resources (time, money, skills, etc.) you would need to use that alternative method of publishing.

Part 2: Experiment

Try using these formats to design and plan a comic.

Panel Number and Size	Text	Visuals or Storyboard
Page 1		
1		
2 – 1/3 page 1		
3 – 1/6 page 1		
4 – 1/6 page 1		
5 – 1/6 page 1		
6 – 1/6 page 1		

Table 8.1 Comic-writing plans

Table 8.2 Comic layout

Part 3: add to your publication strategy

Write out goals and key steps. Include them in your publication strategy.

**CHAPTER 9 Exercises and questions for reflection:
planning and creating self-published works**

Reflection

What is your general view of:

- Self-publishing?
- People who self-publish?
- Self-published books?

How do you feel about self-publishing some of your own work?

Exercises

Part 1

1. Think about your identified assets. Which elements would lend themselves to self-publishing, in which formats?
2. Which self-publishing format are you most attracted to? Why? Could publishing in this format really help your career goals, or would it be an end in itself?
3. Think about your target audience. What forms and formats do they prefer? Are there channels or subscription services that reach your target audience?

Part 2

Update the publication strategy you started in Chapter 2 to include the self-publishing options you are considering. Remember, you can find the publication strategy outline and other templates for download on the Routledge book site and www.path2publishing.com.

CHAPTER 10 Exercises and questions for reflection: planning and networking with social media

Reflection

How does your social media presence need to change as you move beyond student life? How does your personal usage of social media fit (or not fit) with your plans for professional life and authorship? Think through any concerns.

Exercises

Part 1: social networking and online communities

Social media websites and online communities offer many opportunities for publication. They are also very useful for dissemination and promotion. In some form or another, social media should be part of your publication strategy. If you don't use social media at present, evaluate options and choose the sites that are popular with your target readers. This exercise will help you to take a strategic approach to your online social strategy.

- A. Locate and review online communities and social media pages created by institutions, organisations or associations, or individuals in your field or discipline.
- B. Use the Table 10.2 to complete an audit of your social media presence. Label the platforms you want to evaluate.

<i>Platform</i>	Profile completed, including photo, and all up to date?	Number of followers or equivalent	Level of your activity (daily, once daily, weekly, monthly, less frequent, etc)	Specific changes you would like to make (e.g., complete profile, increase followers by 10% in six months, post topical content daily)
Facebook (page/group, not personal account)				
Twitter				
Instagram or Pinterest				
LinkedIn				
Members-only professional community				
Other				

Table 10.2 Planning social media strategy

C. Take this three-step approach to revising and refining your 'brand':

1. If there is another platform or platforms you would like to use beyond those you already use, set up a profile or profiles there.
2. Assess and align your profiles across all the social media you use. This does not mean making all your profiles identical (which wouldn't be possible anyway due to space and other constraints). It means making sure each profile tells a similar story in a similar way to the others.
3. Make sure you are using the same photo on all the social media you use, plus other online functions such as Skype and Google.

Use the information you have identified about the changes you want to make to help you develop your social media strategy for the next 6–12 months. Do this by completing Table 10.3. Be realistic about the time commitments you intend to make. You don't need to spend a long time using social media: an investment of as little as 10 minutes per day, used strategically, can pay considerable dividends (and that can be, say, in 2 × 5-minute chunks morning and evening).

Platform	When I will post?	What will I post?	When I will respond to others' posts?	What will I do to increase engagement with my work?	How this will benefit my career?

Table 10.3 Using social media as a researcher

Part 2: publication strategy

Use your work from the Part 1 exercises above to add goals and plans to your publication strategy.

CHAPTER 11 Exercises and questions for reflection: planning and writing for blogs

Reflection Questions

What purpose do you hope to achieve by starting a blog or contributing to a blog?

Exercises

Part 1: planning exercises

Exercise 1: Find at least three different types of academic or research-oriented blog types common to your field, discipline, and/or profession.

- Compare and contrast the content and styles of these blogs. Which do you like best and why? What do you dislike and why?
- Describe the features these blogs use to attract and retain readers.

Exercise 2: Using your dissertation or thesis as the basis for bog posts: Think about your thesis or dissertation and other academic writings, and review the audit you conducted for Chapter 1. Is there a part of your work that would lend itself well to blogging? Create a table to organise your ideas.

Example 1:

	Part of Thesis or Dissertation	Extract, Condense, Expand, Adapt or Apply?	Alignment With Goals
Guest post	Use introduction to the problem from Chapter 1 as the basis for a blog post.	Extract	Build credibility for my understanding of the issues.
Own blog	Use recommendations for practice as the central theme for a blog aimed at practitioners.	Adapt and expand	Improve research impact

Table 11.3 Blog strategy example #1

Blank table you can complete:

	Part of Thesis or Dissertation	Extract, Condense, Expand, Adapt or Apply?	Alignment With Goals
Guest post(s) Site:			
Own blog			

Example 2:

Option	Description	Related Goals	To-Do List
1. Extract	Use introduction to the problem from Chapter 1 as the basis for a blog post.	Build credibility for my understanding of the issues.	See whether my professional association has a blog where my post might gain attention from others in my field. I might ask whether anyone would like to collaborate on an article. Look for a journal with a global audience. Also, look for calls for chapters in books from top-tier publishers that might have broader distribution.
2. Condense			
3. Expand			
4. Adapt			
5. Apply			

Blank table you can complete:

Option	Description	Related Goals	To-Do List
1. Extract			
2. Condense			
3. Expand			
4. Adapt			
5. Apply			

Table 11.4 Blog strategy example #2

Research options for making a guest post. Which bloggers might you approach? Why? How and where would you publicise a post?

Exercise 3: Research options for creating your own blog.

- Which platform would you choose? WordPress? Medium? Blogger? Other? Why? Free or fee based? What is the rationale for your choices?
- How often would you post?
- Would you include guest posts from other writers?
- Would you include links to other online content? If so, describe.
- Would you consider advertising or product placement on your blog?
- How and where would you publicise your blog?

Exercise 4: Write an 800-word blog post. Include images and hyperlinks.

Exercise 5: Update the publication strategy you started in Chapter 2 to include any blogging activities you think will fit.

CHAPTER 12 Exercises and questions for reflection: finalise your publication strategy

Finalize your publication strategy with short-term goals and a multi-year plan.

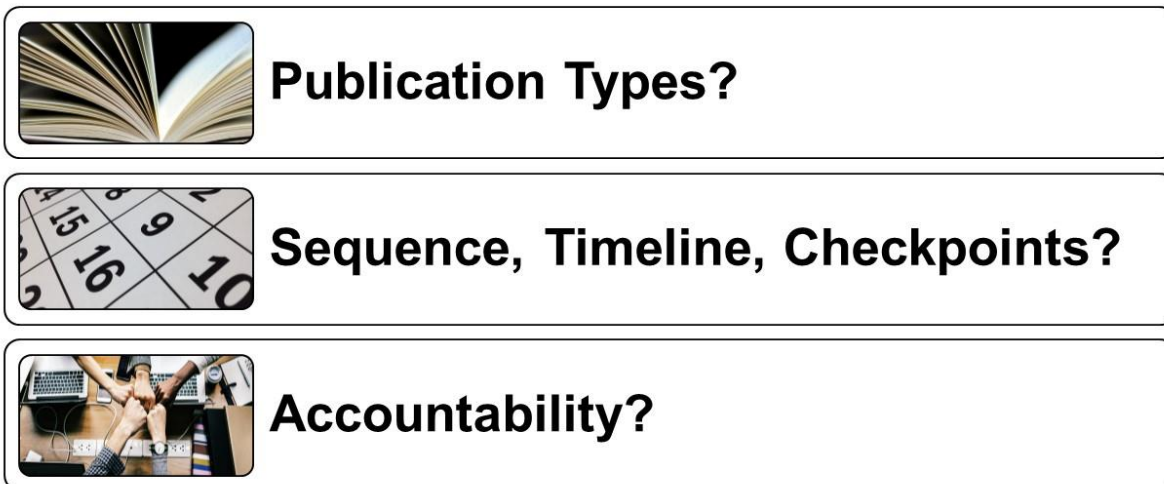


Figure 12.1 Finalise your publication strategy.

Reflective Questions

Now that you can see the contours of your publication strategy, how do you feel about this accomplishment? At the same time, what concerns do you have? What obstacles do you fear? Reflect on ways you can use your strengths, commitment to success, and your networks of friends and colleagues, to stay on track.

Exercises

In the first exercise, you are asked to think through the strengths and weaknesses, opportunities and threats for each of your major publication goals. Be honest! If you are aware of weaknesses or threats that could jeopardise successful implementation of the plan, it is better to identify them now. This analysis should help you to think through all of the factors involved, and plan accordingly.

Exercise 1: SWOT analysis of your publication strategy

Where do you stand? Complete a SWOT (strengths-weaknesses-opportunities-threats) analysis.

Step 1: Based on the strategy you have outlined, identify your strengths, weaknesses, opportunities and threats. For example, here is a SWOT analysis for a co-authored textbook:

Strengths	Weaknesses
<ul style="list-style-type: none"> Recent data and up to date literature from the dissertation. 	

<ul style="list-style-type: none"> • According to feedback, I have a clear writing style. 	<ul style="list-style-type: none"> • I have never written a book proposal, and do not have name recognition from prior publications.
Opportunities <ul style="list-style-type: none"> • Topic is of current interest for undergraduate courses in my field. • Co-author interested in writing a book together. 	Threats <ul style="list-style-type: none"> • There are already many textbooks on this topic already on the market.

Table 12.4 SWOT analysis

Blank SWOT Analysis you can use:

Strengths	Weaknesses
Opportunities	Threats

Table 12.4 SWOT analysis

Step 2: Look at the lists of strengths, weaknesses, opportunities, and threats. Note whether each item is related to one of the following factors (add additional categories as relevant):

- a) Personal (e.g., time, confidence, skills)
- b) Resources (e.g., funds, travel, hardware/software)

- c) Research/content (e.g., dated study, research applicable to narrow audience)
- d) Partners, collaborators, assistance (e.g., co-authors, co-researchers, student assistants, or availability of other help)
- e) Publisher/editor (e.g., finding the appropriate channel for publishing your work, making connections)
- f) Audience/readers (e.g., marketing, promoting the book or article)
- g) Societal/global (e.g., trends in the field, economic constraints, technological innovations)
- h) Other

Step 3: What have you learned? Identify expert advice, skills, knowledge, or resources needed to achieve your goals.

Exercise 2: aligning career goals with your publication strategy

Next, reflect on your career goals and identify the specific benefits associated with various types of publications. In earlier exercises you also reflected on your career goals. What, if anything, has changed since you started thinking about your publication and career aspirations? Have you uncovered new possibilities or gained the confidence to approach a goal you thought was out of reach?

In this exercise, think about your publication strategy and how each type of publication might help you to achieve your career goals. Change the columns to reflect the type(s) of career options you aspire to reach.

For example:

Type of Publication	Benefits if you are:		
	Employed in Academia	Employed Outside Academia	Consultant, Freelancer, Self-employed
Case study	Could be used as an instructional resource	Build your reputation as an expert	Could be used in a training activity
Traditionally published book	Book could be adopted as a text	You are regarded as an expert	Clients take you more seriously

Self-published book	Get your work in front of people very quickly	Build your reputation as an expert	Create a workbook you can use to complement training sessions
Academic article in pay-walled peer-reviewed journal	Counts towards tenure or promotion	Useful if you ever want to move into academia	Maximum respect from academia
Academic article in open access journal	Colleagues outside of academia can access the article.	Students, clients can access the article	Gain some respect from academia
Mainstream media piece	Build your reputation as an expert, promote and sell your books.		Useful for promoting your consulting or training as well as any publications.
Social media piece	Build your network, build your credibility, find new partners		
Podcast or audiobook	Build your network, build your credibility		
Book chapter	Good on CV		

Table 12.5 Publication benefits

The examples in the table above are quite general. Using the blank Table 12.5 template on the book website, you have an opportunity to complete a similar table with more specific and personal examples. As always, feel free to add or remove rows or columns as necessary to make the table work best for you.

Type of Publication	Benefits if you are:		
Case study			

Traditionally published book			
Self-published book			
Academic article in pay-walled peer-reviewed journal			
Academic article in open access journal			
Mainstream media piece			
Social media piece			
Podcast or audiobook			
Book chapter			

Table 12.5 Publication benefits

Exercise 3: timeline and sequence of activities to achieve your goals

These reflections and analyses bring you to the third exercise of this chapter: the timeline and sequence of activities.

In Exercise 2 you looked at your career goals and thought about how they relate to your publication goals. Now it is the time to:

- Create a timeline.
- Plan to start now with immediate steps.
- Identify milestones and checkpoints associated with each goal.
- Create an accountability system, so you keep moving forward.

If you want to work on publications based on the findings while the data and literature are fresh, note that point. If you now realise you need to contract with a cover designer or learn how to use a blogging platform, you can build the steps into this sequential plan. If the type of publication process involves periods of waiting while the peer review occurs, what could you be working on in the meantime?

This exercise is *absolutely key to your success*. It will help you to create a timetable to work from – the action plan to your strategy. Like your publication strategy itself, your timetable will need to be reviewed and revised at regular intervals, because external factors can cause changes in your professional or personal life which you will need to take into account.

Create a timeline. First, take each of your planned publications and decide which year of your strategy it belongs to. Complete the table below, using the lines that are relevant to you (i.e. if you have a two-year strategy, use only the first two lines).

Year	Monthly Targets	Skills, Steps, and Publications
Year One		
Year Two		

Year Three		
Year Four		
Year Five		

Table 12.6 Timeline

You might also want to use this table to organise your strategy and timeline:

Publication Steps	Timeframe for Completion	Accountability

Get ready to start now!

For the first six to twelve months, set yourself monthly tasks to complete. So, for example, if you are planning to work on a journal article first, you might need to start with background reading and note-taking on a specific topic. If your first publication is scheduled to be a blog post, you can probably dive straight into the writing. Once the bulk of your background work is done, you should be able to write a blog post in a week, a journal article in a month. If you're working on a longer piece, such as a full-length textbook or manual, set yourself a weekly word count and make sure you meet it. It's better to set a realistic word count you can manage rather than an over-ambitious one that will set you up to fail. For example, it should be possible to write 2,500 words per week (e.g., by writing 500 words or one typed page of A4, five days a week) which would yield an average-length journal article in two to three weeks or an average-length book in around seven months.

Outline your monthly tasks as far ahead as seems sensible to you. We recommend a minimum of six months and a maximum of 12. Don't forget to allow more leeway for times when writing may be more difficult, for example, times of year when your workload is particularly heavy, or when you'll be away on a family holiday. When you have completed the timeline exercise, you might want to revisit your publication strategy template and adjust as needed.

An important element of Exercise 3 is the system of accountability. You've made this concerted effort to develop your publication strategy – don't let those efforts go to waste! You know yourself: What do you need to make this work? Are you productive based on your own motivation and rewards? Or do you need external structure? Do you need a writing partner or a writing group to keep you going?

Exercise 4: finalise your publication strategy

Many practical steps and personal commitments are needed to achieve your publication goals: it is beyond the scope of this book to address them all. But we know from experience that having – and using – a strategy will help you to advance towards the success you envision. In Exercise 4 you will finalise your very own publication strategy.

Start by answering these key questions:

- What steps do you need to add to your publication strategy, now that you have completed all of the book's exercises and activities?

- Who are the readers or users for each type of publication? How will you promote each type of publication to the target audience(s)? What budget or help will you need?
- Do you need to acquire new skills, such as how to set up a blog or how to write for a different audience? Do you need to look for assistance, or contract for services you can't or don't want to do, such as an editor to review final copy for a self-published e-book, or graphic designer for a new logo, or a technology whiz who can help you set up for podcast recordings? If so, add the timeline and checkpoints for these items to your action plan.

Customise the outline suggestions below, depending on your writing projects and types of publications. Find the blank template; copy and paste as appropriate into your working strategy document.

I. Publication Type 1 (books, chapters, articles in peer-reviewed journals, articles in professional publications, blogs or websites) _____

- II. Promotion _____
- Target audience(s)
 - Goal (e.g., sales, text adoption)
 - Social media strategy
 - Mainstream media strategy
 - Paid advertising, boosting posts, etc.
 - Presentations (online or face-to-face)
 - Conference papers or other events
 - Book tour (online or face-to-face)

III. Developing new skill _____ and/ or contracting others to assist

- Take a class
- Find how-to resources
- Find a coach or mentor
- Find a partner whose skills complement mine
- Budget to pay consultants (designers, editors, indexer, etc.)

IV. Acquiring new technology tools or platforms

- Criteria: What specific features are needed?
- Free (potentially with advertising) versus paid
- Budget

If you are planning to develop more than one type of publication, answer the above questions for each one.

