Going Indie

One man's journey into writing and publishing his own textbook

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Why I did it…

Circa 2009

Online Courses

Removing the Sage from the Stage

How long did it take…

Spring/Summer 2010
1st Draft (Web Lectures)

Summer 2011
2nd Draft
Rewrite & Reorganize

Spring 2012
3rd Draft
Figures & Problems

Fall 2012
Final Draft, "Closed Beta"
Traditional book: primary text
My book: supplement (opt.)

Fall 2013
Final Draft, "Open Beta"
My book: primary text
Trad. book: supplement (opt.)

Fall 2014
My book: only required text

How I wrote it…

"Narrative approach"

No textbook tropes (figure captions, etc)

Trade paperback (6 x 9) format

Learning Beyond section at end of chapters for "Side-box" material

How I published it…

Lulu.com

Provides ISBN
Distribution via Amazon
Allows revisions after publication
Preset or custom cover options

The end result…

Two Volumes:

General I (482 pages), $24.99

Chapter 1 Matter and Measurements
Chapter 2 Atoms & Elements
Chapter 3 Molecules & Compounds
Chapter 4 The Mole & Chemical Equations
Chapter 5 Aqueous Chemistry
Chapter 6 Properties of Gases
Chapter 7 Thermochemistry (Part I)
Chapter 8 Electron Arrangement (Part I)
Chapter 9 Electron Arrangement (Part II)
Chapter 10 Chemical Structures (Part I)
Chapter 11 Chemical Structures (Part II)
Chapter 12 Chemical Bonding

General II (362 pages), $19.99

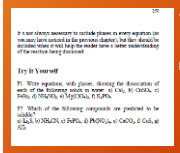
Chapter 13 Liquids & Solids
Chapter 14 Solutions
Chapter 15 Chemical Kinetics
Chapter 16 Chemical Equilibrium
Chapter 17 Acids & Bases (Part I)
Chapter 18 Acids & Bases (Part II)
Chapter 19 Thermochemistry (Part II)
Chapter 20 Electrochemistry
Chapter 21 Nuclear Chemistry

Thanks…

- Durham Tech CC Science Department
- My General Chemistry Students
- Lulu, Inc
- …and you

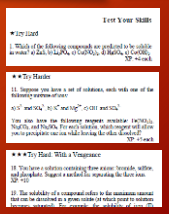
www.rmarkmatthews.com

How I dealt with practice problems…



"End of part" problems (Try It Yourself)
Very similar to in-text examples

End of chapter problems (Test Your Skills)
20-35 problems (some multi-part)
Three-tiered difficulty levels
Scoring system ("XP") for each level



How I illustrated it…

Microsoft Word (mostly)

Windows Snipping Tool

A **LOT** of patience

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