



Quick Tips for Successful

# CUSTOM CONTENT PROJECTS

## The rewards of customizing your own course materials are enticing:

Teach exactly what you want, full control over materials, lower student costs and even generate departmental royalties. But, the process can sound intimidating.

**Where to start? What about design?  
How to distribute? Copyrights?**



## Why Custom?

Whether a coursepack, lab manual, or a self-authored textbook, custom puts you in control to deliver content that aligns precisely to your teaching goals and can lower student costs as well.

**Read on for 4 quick tips from XanEdu for successful (and painless!) custom projects.**

## Good candidates for custom?

- Lab manuals
- English Composition / Readers
- Speech
- First Year Experience (FYE)
- Lecture note packs
- Old test / study aid packs
- Coursepacks
- Custom authored books





## There are numerous advantages

**Full control** - you know your students best and can tailor content to your individual syllabus.

Your institution may have specific lab equipment that could be explained, there may be certain articles or assignments that you prefer within English Composition or it could be as simple as branding content with your school.

**Write to what you are teaching** - No cookie cutter materials! Incorporate current events, local content, your own writing and build around your unique syllabus.

**Lower Student Cost** - Affordability is important now more than ever. Many campuses have specific initiatives to lower student costs. With custom materials, you guarantee that students pay only for what they need.

**Department Revenue** - Depending on regulations from each institution, custom materials could bring royalty revenue to your department or to you personally.



## What are the common challenges?

**Time is biggest hurdle** - A custom project can seem huge: writing, formatting, sourcing plus illustrations, layout and copyrights - the checklist can seem overwhelming!

Selecting an author-focused partner can alleviate these challenges.

**Protecting IP** - There are 2 rights in publishing, copyright and right to publish:

- **Copyright** - ownership of the written words
- **Right to publish** - less understood, this gives the author rights to publish their work with anyone, and doesn't lock into restrictive rules for the future



Read on for 4 quick tips to make your custom project a great experience:

## 4 Quick Tips for a Great Custom Publishing Experience

You don't need to have work completed before selecting a publisher - it's actually better to work with a publisher while developing the manuscript - working with an editor, designer and publishing team along the way will help you get a polished end result with minimal rework.



### TIP 1

Deadlines and  
Backward Planning

backward from your 'on campus' date. This gives writers and the publishing team the view of what is possible in the timeframe and allows for creative solutions to deliver a quality product on time, even if it is a short turn around project.

Our team works with faculty as partners to find solutions.

**When do you need books on campus?** Most of the time, books are needed for the start of Fall term and initial bookstore buys.

It is important to use the campus bookstores for a variety of reasons, including the ability for students to use financial aid.

The team at XanEdu will march your timeline



### TIP 2

Work in Progress  
is OK

**It is easy to make updates!**

Your work doesn't have to be perfect to be in the hands of students. Often instructors will make changes to materials after teaching them the first time. This is a great approach for custom as it is easy to make updates each year. You might choose a camera ready copy (CRC) for the first edition and then work with the team of editors, designers and proofreaders to refine and re-publish in a typeset version after making tweaks based on your experiences after teaching the materials a few times.

**If you will be leveraging IP from others, often student essays or other writers, get release statements as early as possible.**

It sounds simple, but can be a major issue - you won't be able to go to press without releases. A common best practice is to get these upfront, many faculty include a perforated page at the beginning of their materials to be handed in on the first day of class. Voila! Release statements for those standout final essays are ready to go!



### TIP 3

Release Statements  
(get them early!)



## TIP 4

Choose a  
Good Partner

**A good publisher partner** will equip you with a team to help with editing, design, covers, copyright clearance, bookstore stocking, printing, digital and app formatting. Some will even assist with warehousing, inventory management, and royalties. Many, including XanEdu, do not charge for these services.

These comprehensive services will ensure that your end product reflects the quality of the work you've put into the content and best serves the educational needs of your students!

## The team at XanEdu brings a wealth of experience to custom creators and prides itself on a personalized touch.

Custom authors get a personalized support team to manage all aspects of projects from editing and proofing to design, copyright and inventory management and royalty distribution. XanEdu has great relationships with campus bookstores and we'll ensure your materials are there, in stock and on time.

XanEdu puts authors first - All XanEdu authors retain both copyrights and right to publish. XanEdu is publisher neutral and has a vast array of resources to help source and clear any copyrights (including hard to find out of print content). This also means that we support any digital or app platform, but can also use our own award-winning digital platform to showcase your content.

**No project is too big or too small, contact us to talk through your ideas!**

## Lets chat!

XanEdu is committed to your success, and our experts are happy to review your unique needs and make recommendations to enhance your business.

For more information about XanEdu, please contact us

**800-218-5971 | [xanedu.com](http://xanedu.com)**