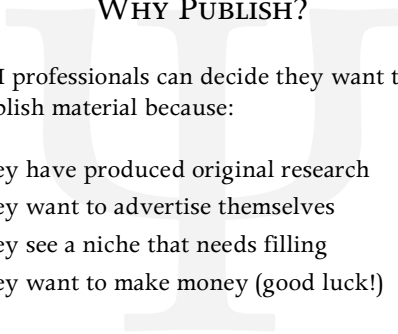


PUBLISHING AS A MENTAL HEALTH PROFESSIONAL

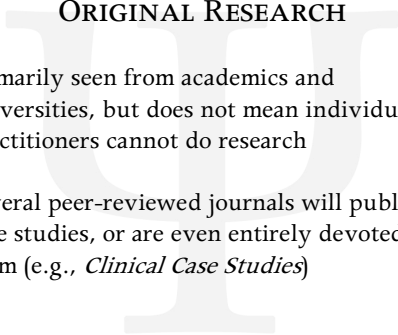
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WHY PUBLISH?

MH professionals can decide they want to publish material because:

- They have produced original research
- They want to advertise themselves
- They see a niche that needs filling
- They want to make money (good luck!)



ORIGINAL RESEARCH

Primarily seen from academics and universities, but does not mean individual practitioners cannot do research

Several peer-reviewed journals will publish case studies, or are even entirely devoted to them (e.g., *Clinical Case Studies*)

ORIGINAL RESEARCH

Alternatively, you can set up a standard protocol that collects data on all clients you see, and publish that information

Be sure to have a clause in your Informed Consent forms that allows either of these options!

ORIGINAL RESEARCH

Many journals have a high rejection rate, so be prepared to revise and resubmit often

Setting up a study (case or group) properly will help to avoid rejections, so you may want to consult with someone familiar with research methodology first

ADVERTISING

Many practitioners want to publish in order to draw attention to themselves and their work

This can be to beef up credentials ("I'm the author of *You Too Can Be Not Crazy*") or help draw in potential clients (website content)

Much easier to do today, thanks to the Internet and POD services

NICHE MARKETS

Many therapists find themselves specializing in certain populations

- Sex therapy
- GID issues
- Particular ethnic/cultural populations

In such areas, there may be little research or treatment manuals available, which will make publishers (and consumers) more interested

MAKING MONEY

Unless you know Oprah, good luck

Most high selling books do 10-15K copies, blockbusters are rare

Authors average \$1 per book sold via traditional means

Non-trad avenues provide more opportunity for profit with less expenditure, though

OPPORTUNITIES FOR PUBLISHING

The rise of POD services and electronic access to information has drastically changed the publishing model

People who otherwise would have not been able to publish 20 years ago can today (for better or worse)

There are traditional and non-traditional avenues for publishing

TRADITIONAL PUBLISHING

Two primary avenues:

Peer-reviewed journals (for research)

Book publishers (Guilford, Springer, etc.)

Other options include paid journals and self-publishing, but both have large expenditures up front with little to no hope of a return

These tend to be intensive processes, with many rejections and frustrations



21ST CENTURY PUBLISHING

The Internet has exploded the world of publishing, putting the power to publish materials in anyone's hand

This could include developing your own website, working with a print-on-demand service, or even selling materials electronically

WEBSITE AS PUBLISHING

Putting information online *is* publishing it

Many practitioners with websites underutilize them, and many do not even have them

Putting together a professional site does not require extensive computer skills, instead you can buy prepackaged sets from hosting companies

WEBSITE AS PUBLISHING

These allow you to customize your look, adding appropriate content

This could include weekly/monthly newsletters, podcasts, video of talks you have given, PDFs of your brochure, or endless other possibilities

P.O.D.

Print on demand services such as Lulu.com allow you to serve as your own editor and designer

You upload your book after designing it in desktop publishing software, they print and ship it for you

Becomes accessible on Amazon, BN, and available worldwide

Good option if you expect a small audience, are tech-savvy, or are having difficulty with trad options

ELECTRONIC DELIVERY

Most types of content today can be bought and sold electronically

E-books, mp3s, videos

Use of TuneCore allows video/music content to be sold on iTunes, without publishers or infrastructure

With e-book readers such as Kindle becoming more popular, huge increase in market for electronic reading materials

COPYRIGHT ISSUES

In the US, anything you produce is automatically copyrighted, you do not have to do anything

This will help to prevent infringement for profit (e.g., taking your website content and selling it elsewhere), but also places many restrictions on its use at all

There are other copyright options, however

CREATIVE COMMONS

Started by Lawrence Lessig in the early 1990s, CC is a set of licenses that allows content producers more control over their content

Different licenses allow

Complete open use (e.g. remixing, posting elsewhere with attribution)

Limited use (e.g., sharing and reposting, but only in original form)

Restricted, more "typical" copyrights

GIVING YOUR WORK AWAY?

After you've worked so hard on making content, why allow others to repost/remix/use your product?

For books, several case studies have shown that giving away the e-book greatly increases sales of hard copies

Posting talks/presentations on YouTube increases the chance of people will notice your work

GIVING YOUR WORK AWAY?

Writing a column for a local newspaper, magazine, or website can also help to increase your visibility, even with no reimbursement

Chances are, you are *not* going to become the next Dr. Phil, so for most people publishing is used to drive people towards their business

Allowing others to do the work of spreading the word about you via your content can reap huge benefits

QUESTIONS?
