

Writing for Education course outline

Overview of the educational publishing process

Discover how a publisher moves from initial 'idea' through to finished product: a textbook or workbook, paper-based or digital. Begin to understand the process, and where you (as the writer) fit into it.

Getting started: writing a sample

The first step is often to write a sample - you'll be sent a writing brief and a style guide.

The writing brief

The writing brief describes how to present the sample material and what topic areas to cover. We'll look at some examples, cut through the jargon, and help you understand what you need to do.

Style guide

Get tips on following a publisher's house style guide. For example, 'we' or 'you'; UK or US English (for an international market); full stop or semicolon (or no punctuation at all) at the end of items in a bulleted list?

Planning your writing

Understand how planning ensures you fulfil the brief in the space available, include all the key features required, and impress the publisher.

Writing for clarity

Communicate effectively in words and diagrams. Learn the common pitfalls and how to avoid them, and how to create a clear artwork brief.

Writing for progression

Find out the latest thinking and research-based evidence on writing questions that take students from initial understanding through to mastery.

The different resource types

Explore the similarities and differences when writing for textbooks, workbooks, teacher notes, assessment, revision and more. We'll also look at paper-based versus digital.

The different types of writing

Practise writing good explanations, examples, key points, discussion points, problem solving, reasoning, revision tips, good questions and diagnostic assessment.

Find education writing work

How to contact publishers: what to say, and what to send them.

Getting paid

How much you can charge, flat fee versus royalty deals, how to invoice (and, of course, how to declare your income for tax purposes).

What you'll take home

1. Lots of new knowledge!
2. The start of a sample to send to a publisher
3. A CPD certificate

What next?

Send us your 2-page sample within 1 month of completing your day course, and we'll give you constructive feedback and comments. After 1 month we provide education writing coaching at £45 per hour.