Many of us have considered writing our own textbook for a math course for various reasons. Sometimes it is hard to find a book that perfectly matches what you want to do. Sometimes you just get fed up with steadily rising textbook costs. There are many reasons not to do it, but many of us don’t write our own textbooks simply because we don’t know how to get started.

In this talk I will discuss how I got started writing my own textbook for a general education math course, what I did right, what I did wrong, and some tips for anyone who is considering it. (Received September 20, 2010)