

*Boutique of Quality Books*

**BQB**

*Publishing*



**Welcome!**



# School Outreach Training for Children's Book Authors

Saturday, July 27, 2013

10:00 a.m. EDT

# Agenda: School Outreach Training

## I. Process Overview

- Identify Target Contacts
- Introduction Email
- Follow-Up Phone Call
- Ask to Get Involved
- Thank You and Summary Email
- Prepare & Confirm
- Make it Great!

## II. Outreach Tools

- School Lists
- BQB Newsletter
- Email Template
- FAQs





# School Outreach Process: Introduction

1. Create a target list of the schools you want to contact (using the school list from BQB and your own if you have more contacts)
  2. Email Media Specialist (Librarian) to introduce yourself
  3. Let schools know you're a local author volunteering your time to select schools in the area.
    - Offer them a chance to schedule a free visit.
    - Ask if there are opportunities for you to get involved in classrooms or fine arts events?
- (BQB provides a template to help you get started)

# School Outreach Process: Introduction

4. If you haven't received a response, follow up with phone call 3-5 days later to ensure they received the email and reintroduce yourself
  - **What you can offer:**
    - Class Reading
    - Presentation about creative writing, imagination, your book topic, etc.
    - Participation in reading event or fine arts day
    - Book signing
    - Set-up a table at open house to sell/sign your book and talk to students and parents

# School Outreach Process: Introduction

5. Know that there is usually an approval process involving PTA or principal (you may not get a quick “yes/no”)
6. If you receive hesitation:
  - volunteer to bring him or her a copy of your book
  - provide them with examples of other events or activities you’ve done.
  - Clarify:
    - You are not self-published
    - You are able to help with promotion, handout materials, and order forms
    - Date & Length of time if they do want to schedule you.
    - Are book sales allowed?
      - Can you send home form with students prior to visit for presales?
      - Can you sell to staff or parents at a school event.

# School Outreach Process: Introduction

7. If the answer is “no thanks”:
- Ask if they’ll add your book to their library (remind them they can purchase through you or order through Ingram, Baker & Taylor, or BQB Publishing)
  - Ask if they have eBooks in their school system and request they order your book in eBook format (available from OverDrive.com or through Follett upon request).



# School Outreach Process: Introduction

8. Follow Up
  - Write them a thank you email or card
  - Summarize your conversation and what you agreed upon in an email



# School Outreach Process: Prepare

1. If you will be doing a reading/book signing, ask the media specialist how far in advance they need the flyer and/or preorder handout
2. Reach out to your contact 2 weeks before your visit to see if there's any additional preparation needed
3. Week of (or 2-3 days before) reconfirm your arrival time, classroom location, and access/visitor procedure for school.

# School Outreach Process: Rock It

1. Come prepared to fill the time you've been given
2. Maintain a cheerful and flexible attitude
3. Clarify with students if you'll take questions throughout or at the end
4. Give all students a signed bookmark or some other take home for their parents to see. 😊
5. Bring a thank you card or small gift (extra signed book, cookies, etc) for the host/organizer.



# School Outreach Tools

1. BQB School List – access through author’s portal training section
2. General BQB School Newsletter
3. Email Text Template
4. FAQs
5. Any interest in a BQB postcard for you to personalize and use for direct mail?

# School Outreach Tools

1. BQB School List – access through author’s portal training section



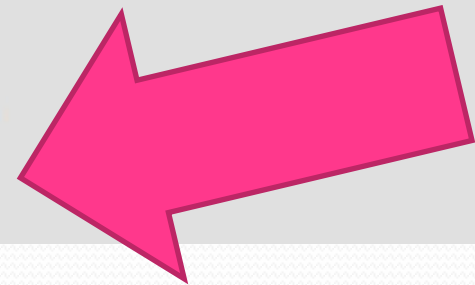
BQB Publishing

You are here: [Home](#) → [Protected: BQB Authors Portal](#) → [BQB Training](#)

## BQB Training

### BQB Training

- [First Quarter 2013 Author Call Presentation – NETWORKING\\_4.13.13](#)
- [Second Quarter 2013 Author Call Presentation – MUST-DOS FOR SUCCESSFUL BOOK MARKETING\\_6.15.13](#)
- [Publicity](#)
- [Book Signings](#)
- [Online Marketing – website, blog, social media](#)
- [Royalty Statement Information](#)
- [School Outreach Training for Children’s Book Authors](#)
  - [BQB’s School Lists and Contact Information](#)



# School Outreach Tools

1. Excel spreadsheet embedded in this webpage. Use the handles within the box to navigate up/down, left/right, or switch tabs.

You are here: [Home](#) → [Protected: BQB Authors Portal](#) → [BQB Training](#) → [Protected: BQB's School List and Contact Information](#)

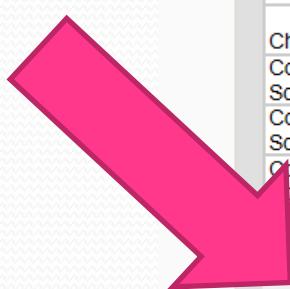
## BQB's School List and Contact Information

School Marketing Lists				
School Name	Name	Email Address	2nd Contact Person	2nd Con Person's
Community Christian School		ccs@communitybiblechurch.com		
Alpharetta Christian Academy	Debbie		Angela Spears	Community Relations
Atlanta Classical Christian Academy		headmaster@atlantaclassicalchristian.org		
Atlanta Youth Academies	Derrick Lockwood	DerrickL@atlantayouthacademy.com		
Bridgeway Christian Academy	Becky Rotoloni	brotoloni@bridgewayca.org		
Canterbury School		cntrbry20@aol.com		
Cherokee Christian School	Mike Lee	michael.lee@cherokeechristian.org		
Cobb County Christian School		cccsoffice@aol.com		
Colonial Hills Christian School	Josette Carpenter	Jcarpenter@chrams.org	Mrs. Melody Spencer	Elementary Principal
Community Christian Academy		information@ccacademy.org		
Cornerstone Christian Academy		mersfelde@pcbchurch.org		
Cornerstone Christian				

Navigation: < > < >

Tabbed Interface:

- Christian Schools
- [GA Elementary](#)
- [GA Middle Schools](#)
- [GA High Schools](#)
- [GA Preschools](#)
- [NC Elementary Schools](#)
- [NC Middle Schools](#)
- [NC High Schools](#)



# School Outreach Tools

## 2. General BQB Newsletter



### Bring Reading Alive in Your Classrooms With No Cost to Your School

BQB authors believe in supporting schools and their efforts to create an interest in children for reading and books and are willing to do in person readings at your school if it is in their area or to do the reading via Skype or another \_\_\_\_\_ that your school uses. Children's eyes light up and their interest is peaked when an author reads the story they have written.

### Make Your Budget Go Farther with BQB eBooks

-  [Friend on Facebook](#)
-  [Follow on Twitter](#)
-  [Forward to a Friend](#)

### BQB Partners with Schools on Fund Raising Efforts

Tired of selling and buying stale candy and wrapping paper to raise money for your kid's classroom? Time for a change. Raise funds for your school and join our efforts to raise kids who read by

# School Outreach Tools

## 3. Email and Phone call text example/template

Good afternoon **Ms./Mr. \_\_\_\_\_**,

I am a local **children's book** author in your area and am working with my publisher to offer schools the chance to schedule me for a free school visit. Hopefully you saw their recent newsletter below with some great reading resources for your school.

I recently published (\_\_\_\_) with BQB Publishing, which is perfect for kids in (through grades). My new children's book encourages kids to {**be specific here: use their imaginations, keep their body and planet healthy, treat others with respect, etc**} I'm excited extend the offer to have me visit **this fall** for a reading, presentation, and/or class discussions about the book. I can also make my book available to schools at a deeply discounted rate for library inventory or classroom fundraising.

Are either of these (the free author visit or fundraiser) something your school would be interested in? Please see the message below and let me know. I'll follow up by phone in a few days to see if you have any questions.

Thanks,

(**your name and contact information**)

# School Outreach Tools

## 4. FAQs to expect and answers to know

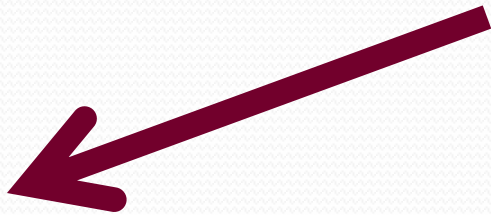
- What is your ISBN?
- What ages is your book appropriate for?
- What is the genre of your book?
- Where can I order your book? (Baker & Taylor, Ingram, New Leaf Distributing, directly through me, the author, or my publisher, BQB Publishing; Or if you'd prefer it in eBook format, you can order it through Overdrive.com or request it from Follett).
- Can I see a sample of your book? (Yes, is an electronic PDF okay? If not, I can stop by to bring you a print version.)
- What do you charge to do this? (This offer is at no charge, but if book sales are okay, I'd like to make my book available for purchase by your students)
- Will you give a portion of your sales back to the school. (This is doable and pricing is different in each case).

# School Outreach Tools

5. Authors, any interest in BQB Postcard or creating your own for direct mail?
  - Sometimes emails, phone calls, or personal connections don't stick. Consider direct mail as an option.

# Questions?

Type any questions in the chat feature here!



# Thanks for joining us!

Have a great Saturday!

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**BQB**

*Publishing*



**Today's New Writers;  
Tomorrow's Best Sellers**