



# TIPS FOR SHARING Your Unique Link



## 1. GENERAL MESSAGING TIPS

- Talk about your **favorite part** of publishing
- Share your **personal experience** from when you published your first book
- Share images of **last year's book** or this year's kit and sample book
- **Remind** your potential referral (We all know how busy we can get and forget) 😊
- Send **personal emails** instead of sending an email blast to the entire school

## 2. SHARING WITH TEACHERS IN YOUR SCHOOL

- Encourage teachers to **look at your previous book(s) and sample book** in your classroom or through a video call
- Reach out to the **teacher(s) who have your students from last year**
- Spread the word to **new teachers** at your school
- **Hold a meeting** after school hours for your teaching team, feel free to include other teachers too– bring your kit and any previous books
- **Specify a group** of teachers when sending an email (1st grade team etc.)
- **Set up a virtual or in-person display** of your project with the kit materials, previous books or sample books and your contact information if they have any questions or would like to be referred
- **Challenge a teacher** to publish with you! Team up with a teacher who ordered their kit through your link and go through the publishing process together

Publishing is more **FUN WITH FRIENDS!**

