

## CONNECTING AUTHORS AND READERS

### Quick Notes

#### When Writing to Authors...

1. Warn students that some authors will respond, and others won't. Even those who do respond may take weeks or months.
2. Make it as simple as possible for the author to respond:
  - a. SASE
  - b. One letter from a class vs. one letter per student
3. You can reach out via the author's website, social media, the publisher, or the agent. However, if the website has no "contact me" information, they probably won't respond.

#### Social Media

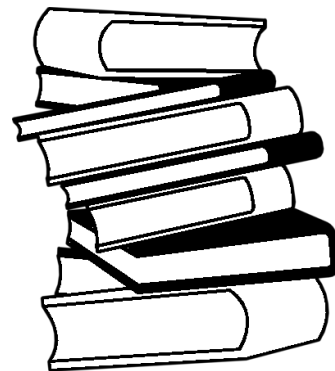
1. Authors are more likely to reply if they can share or retweet the post.
2. Most authors enjoy live tweeting student feedback, art, and pictures.

#### Skype

1. Many authors will donate a 20-30 minute visit.
2. See <http://www.katemessner.com/authors-who-skype-with-classes-book-clubs-for-free/>
3. Advance preparation of students enhances the visit for everyone.
4. Most visits work best if directed by student questions.

#### In-Person Visit Checklist

- Know your Budget
- Select the Author
- Reach out directly, through the agent, or through the publisher to agree on budget, date, number of presentations, etc.
- Coordinate books for pre-sale
- Coordinate travel arrangements (if needed)
- Send author the schedule
- Receive invoice and arrange payment to author
- Book talk author's titles to the students
- Make a welcome poster, if desired
- Have available any author requests (mic, screen and projector, table with book display, water, sharpies, etc)
- Advise teachers to stay with their students and discipline if necessary.



#### Extra

- \* You will *never* regret having a good relationship with The King's English Bookshop.
- \* If budget is an issue, consider applying for a grant, getting a business sponsor, or sharing the day with another school.
- \* Remember that the author's primary goal is to sell books.