



TIPS FOR SHARING Your Unique Link



1. GENERAL MESSAGING TIPS

- Talk about your **favorite part** of publishing
- Share your **personal experience** 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
- **Download** teacher flyers here to print and pass around at conferences.

2. SHARING WITH TEACHERS IN YOUR SCHOOL

- Encourage them to **stop by** your class to look at your previous book(s) and sample book
- Reach out to the **teacher(s) who have your students from last year**
- Spread the word to **new teachers** at the school
- **Hold a meeting** after school hours for your teaching team, feel free to include 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 display** in your faculty break room that includes the kit materials, previous books or sample books and your 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!

3. SHARING WITH TEACHERS OUTSIDE YOUR SCHOOL

- **Your child(ren)'s teacher(s)**
- Teachers at your **previous schools**
- Teachers at **other schools** within your school's district
- **Classmates** from high school/college that went on to be teachers as well
- **Teacher friends**

4. ON SOCIAL MEDIA

- -Post in **exclusive teacher groups**
-Find and **join** other teacher exclusive groups
-**Post** on your wall/timeline **and tag** teachers that would be interested
- Use several **different hashtags** to reach a wider audience such as #publishedauthors #prouddauthors #firstgradeteacher #teachersofinstagram #teachloveinspire etc.
- Post your link in **several of your boards** or create one that is teacher related
- Tweet your link on twitter and **use hashtags** to reach a wider audience **and tag** teachers that would be interested
- -If you have a teaching blog, **post your link** in a blog post describing your experience with Studenttreasures
-If you **follow teacher blogs**, reach out to your favorite(s) **and invite** them to do the project by sending your referral link