BENEFITS OF PUBLIC SPEAKING/SCHOOL VISITS

- **Exposure/Publicity**
  - ❑ Create public awareness YOU exist and get your name out there.
  - ❑ Even if you're already known this helps keep your name in the "present".
  - ❑ Gives you a chance to promote any new work that's coming out!
- **Added income**
  - ❑ Charge a speaking fee/honorarium (more on this later if you're just getting started)
  - ❑ Sell books (I've only had one school where I couldn't do this based off the county's vendor regulations, BUT the school bought them through my publisher so it was still a win-win.)
- **Interact with "fans" and create new ones**
  - ❑ You WILL be their favorite author (at least for that week)!

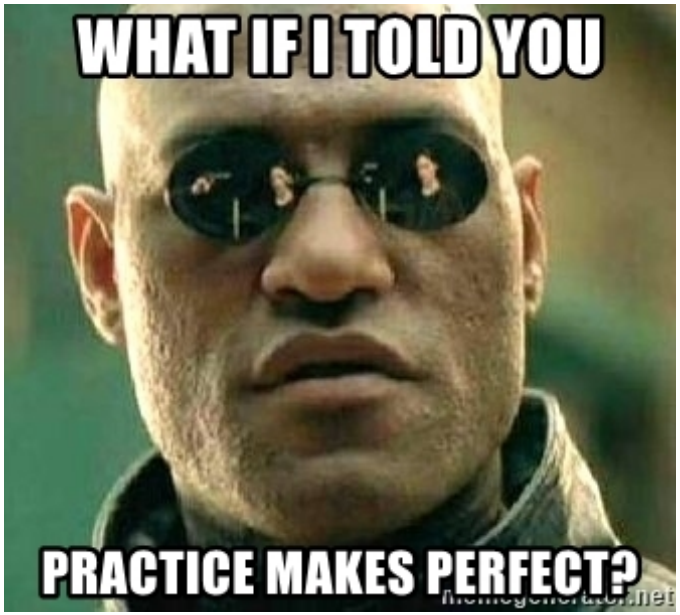
THE DOS AND DON'TS:

GUINEA PIG AHEAD OF TIME

- **In other words, practice a visit or two at your local elementary school or your own kid's class.**
- ***Pro bono*—but you're paid with experience (priceless!)**

PRACTICE! PRACTICE! PRACTICE!

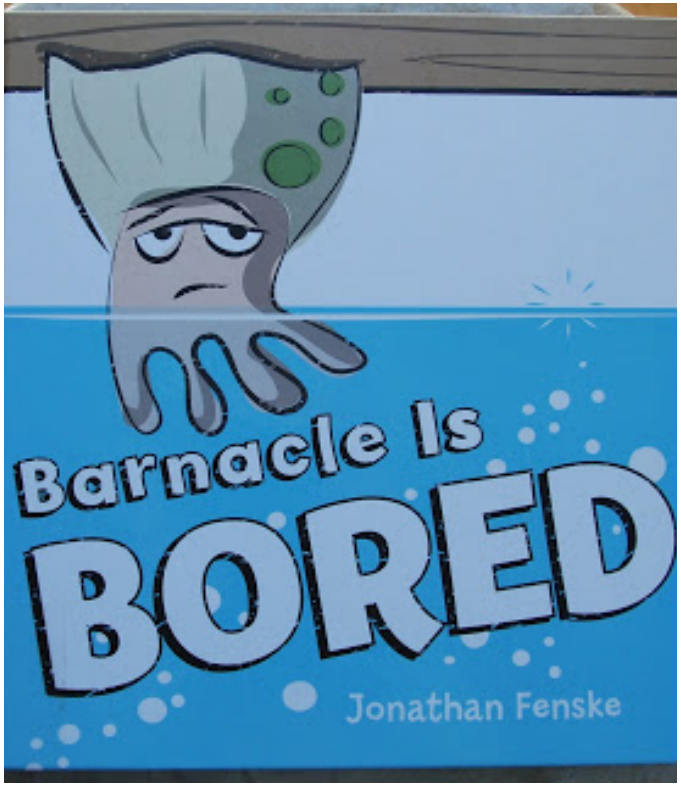
- Practice in a mirror (it's cliché, but it works).
- Know your slides backwards and forwards.



DON'T APOLOGIZE

- **If you start off apologizing, or admitting you don't know what you're doing, your audience will have NO confidence in you.**

DON'T BE A BORING BARNACLE



- **Use inflection**
- **Monotony is a great way to aggravate your listeners**

ARRIVE 15 - 20 MINUTES EARLY

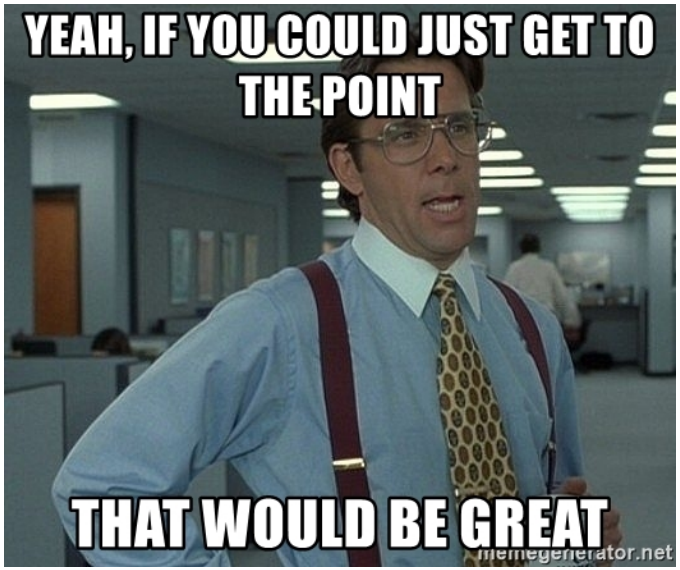
- Give yourself time to get lost (and then found again).
- Make sure all technology is working. Is your presentation on a thumb drive? It should be!
- Verify other equipment you need is there (ex. whiteboard and markers)
- Locate the bathroom!

THE MICROPHONE IS YOUR FRIEND!

- It'll save your voice.
- It gives confidence (No, really…it does.)
- Establishes you as an authority figure.

DON'T RAMBLE ON

- Know your point
- KISS
- Read your audience—if they're getting restless, make adjustments.
- Keep the media specialist happy!

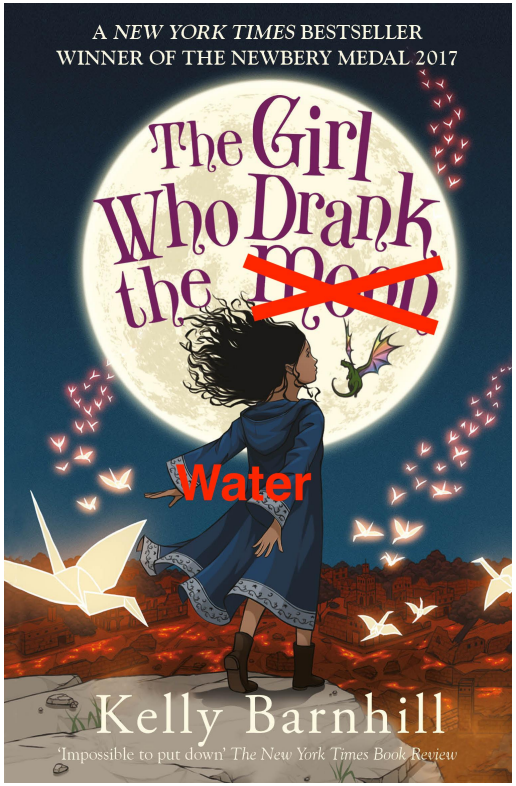


DON'T GO OVER ON YOUR TIME

- Know your time constraints and honor them.
- There are activities like lunch, specials, and/or other speakers

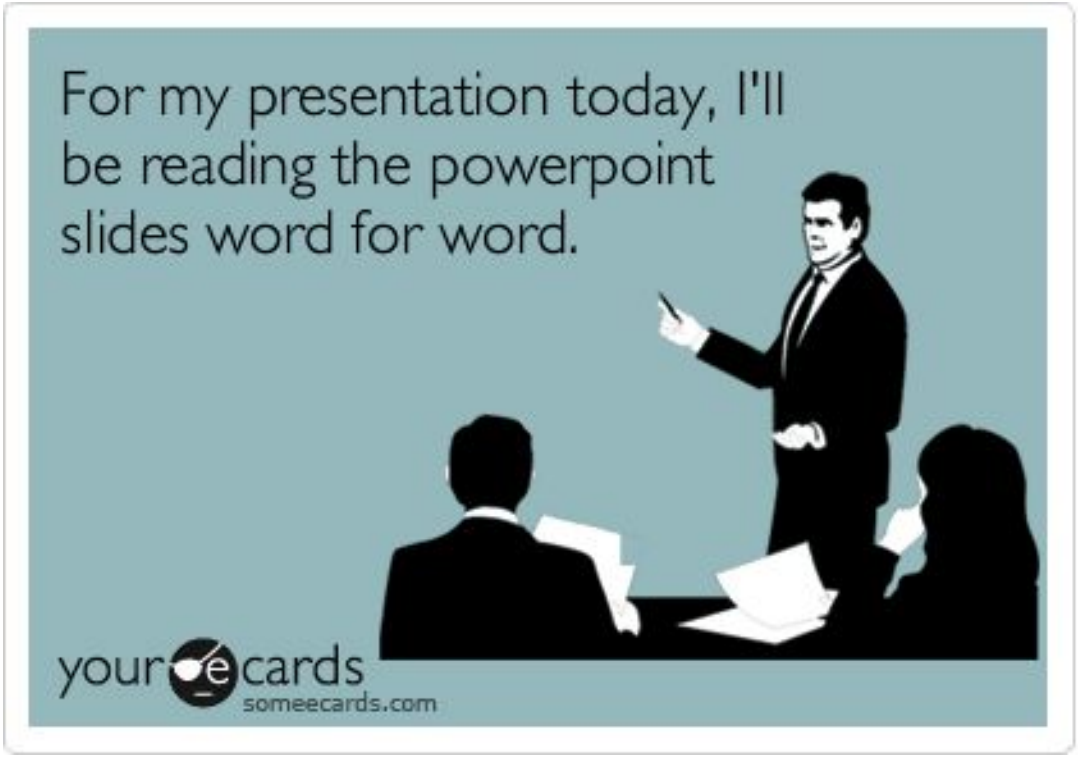
BRING WATER

- **You'll be surprised how much you need it.**



WHAT MAKES FOR AN EXCITING POWER POINT PRESENTATION?

DON'T READ FROM YOUR SLIDES

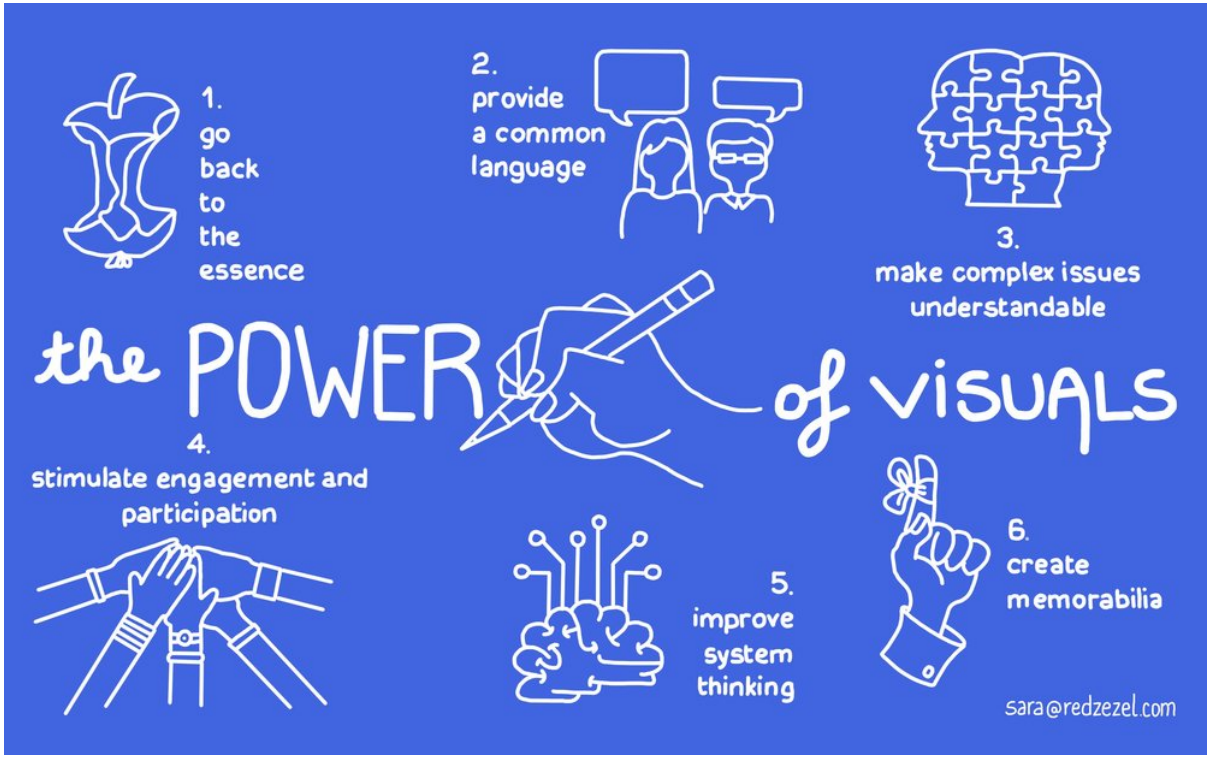


GIVE EXAMPLES BY TELLING A STORY

(A STORY IS MORE INTERESTING THAN BULLET POINTS)

INCLUDE LOTS OF VISUALS

(IT HELPS KEEP THEIR ATTENTION)



SCHOOL VISITS

- **As you're able, develop different presentations so schools/libraries have options.**

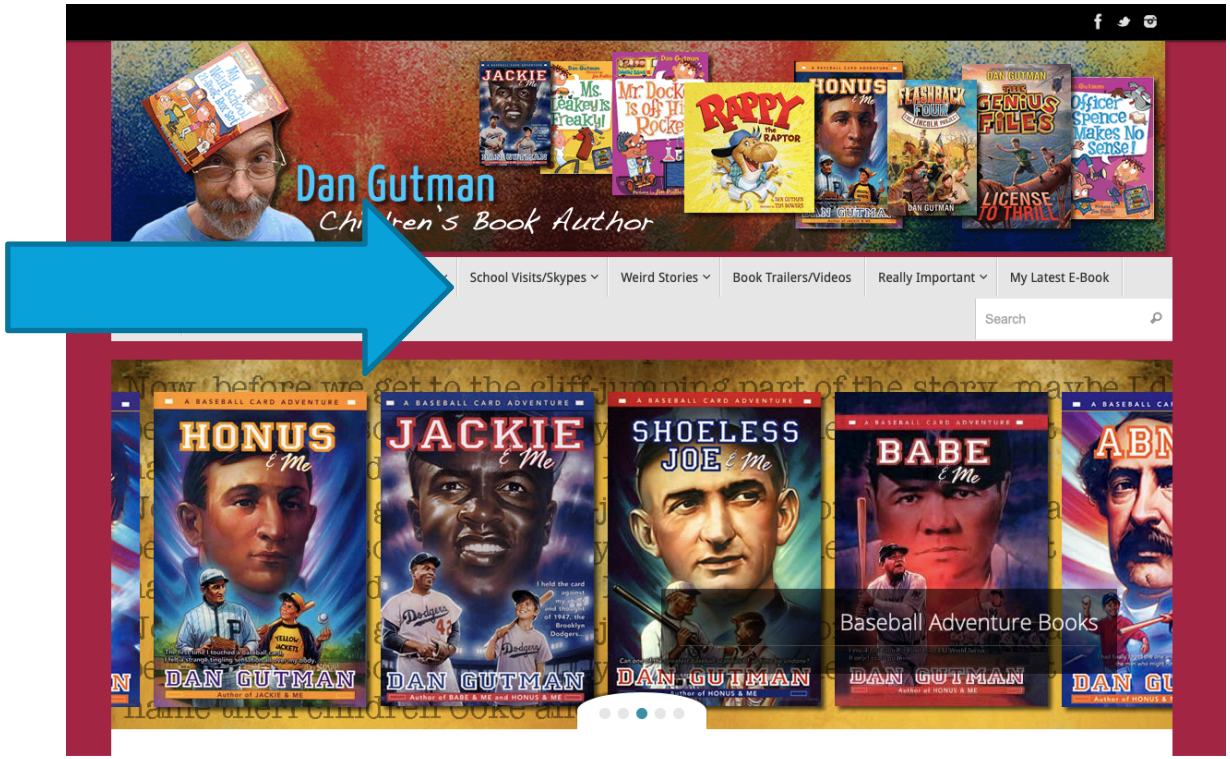
- **Send out poster and/or book order forms 2-3 weeks ahead of your visit.**
- **Laminate poster**
- **Consider sending (via media mail) preview copies of your book(s) for students and teachers to look at.**

- **I recommend having at least one presentation for primary kids (K – 2nd grade), and a different presentation for grades 3 – 5.**

- **Peruse author websites to see what topics they cover if you need ideas.**

- **(A great one is www.DanGutman.com)**

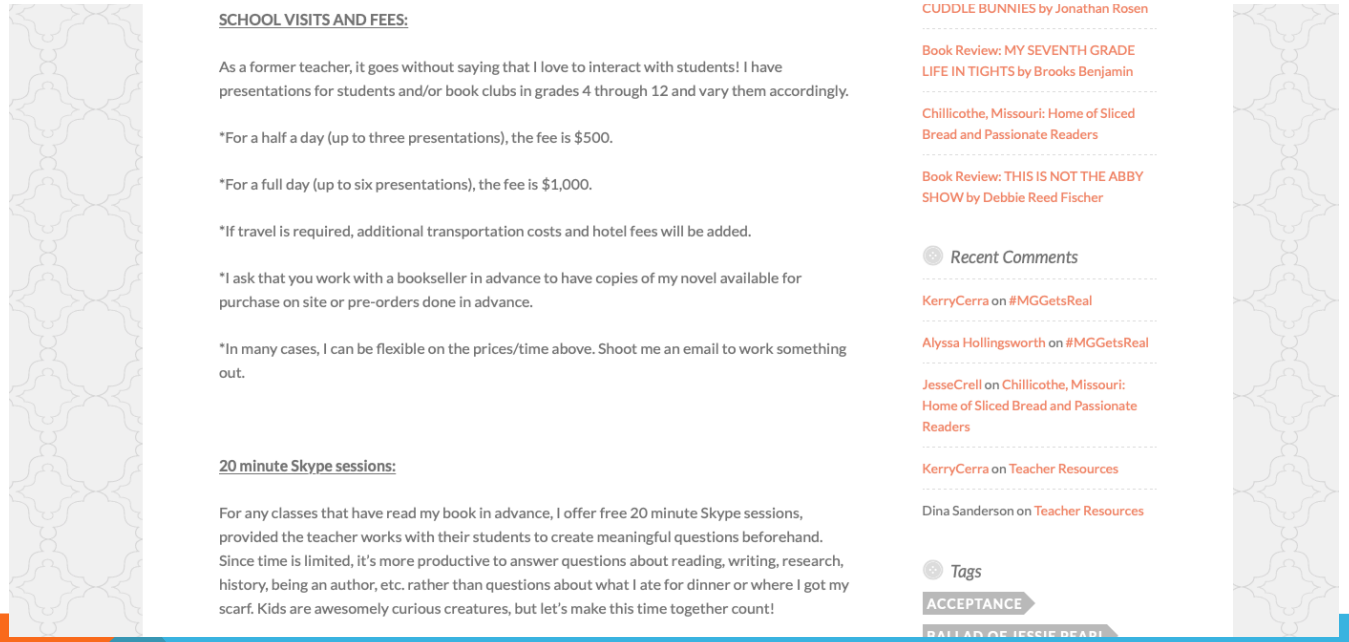
WWW.DANGUTMAN.COM



SKYPE VISITS

Offer free Skype visits, but set a time limit and expectations of what you can do

(www.KerryOmalleyCerra.com)



SCHOOL VISITS AND FEES:

As a former teacher, it goes without saying that I love to interact with students! I have presentations for students and/or book clubs in grades 4 through 12 and vary them accordingly.

*For a half a day (up to three presentations), the fee is $500.

*For a full day (up to six presentations), the fee is $1,000.

*If travel is required, additional transportation costs and hotel fees will be added.

*I ask that you work with a bookseller in advance to have copies of my novel available for purchase on site or pre-orders done in advance.

*In many cases, I can be flexible on the prices/time above. Shoot me an email to work something out.

20 minute Skype sessions:

For any classes that have read my book in advance, I offer free 20 minute Skype sessions, provided the teacher works with their students to create meaningful questions beforehand. Since time is limited, it's more productive to answer questions about reading, writing, research, history, being an author, etc. rather than questions about what I ate for dinner or where I got my scarf. Kids are awesomely curious creatures, but let's make this time together count!

CUDDLE BUNNIES by Jonathan Rosen

Book Review: MY SEVENTH GRADE LIFE IN TIGHTS by Brooks Benjamin

Chillicothe, Missouri: Home of Sliced Bread and Passionate Readers

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ACCEPTANCE