

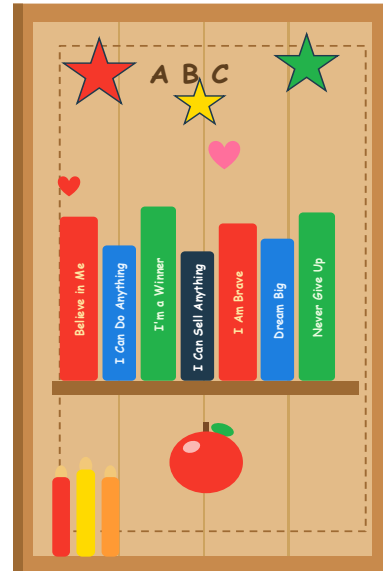


Unlock the Education Market: Actionable Steps for Indie Authors

by Armida Espinoza

As a children's book author, you can build meaningful school library partnerships that put your stories in front of young readers.

Connect through: [County Offices](#) · [School Districts](#) · [School Libraries](#)



Why School Library Outreach Matters



School libraries are powerful gateways to students, teachers, families, and administrators.

1

Students

Spark reading and engagement

2

Teachers

Support literacy events and programs

3

Families

Extend the impact into homes

4

Administrators

Open doors to new opportunities

The goal isn't one visit or one sale — it's a lasting connection that leads to repeat invitations, referrals, and future opportunities.

The Outreach Pathway

Move step by step — from county-level contacts to district leaders, then to school site librarians.



- When appropriate, expand to PTA leaders and after-school program coordinators to grow your reach.

Prepare Your Author Materials

Professional materials make it easy for schools to understand, share, and approve your visit.

Your one-page author handout

- Author bio and photo
- Book summary
- ISBN
- Website
- Reviews and testimonials
- Pricing and services

Free resources to share

- Bookmarks
- Guided reading questions
- Lesson plans
- Coloring pages

I can sell anything when I believe in my story.

Offer Flexible Options

Schools say yes more often when you offer options that fit different budgets, schedules, and literacy goals.

Teacher in-service sessions

Professional development for staff

Bulk book purchases

Discounted sets for classrooms

Schoolwide assemblies

Big-audience author events

Direct student sales

Signed copies for readers

Grade-level presentations

Focused, age-appropriate talks

Fundraiser options

Support school programs

Family literacy nights

Engage students and parents together

Make pricing and expectations clear for every option.

Track Contacts and Follow Up

Consistent follow-up turns outreach into long-term school relationships.

Sample contact tracker

Contact	Role	Interest	Next step
Site librarian	Elementary	Author visit	Send handout
District director	Curriculum	Literacy night	Share pricing
PTA lead	Volunteer	Fundraiser	Set reminder

Record names, roles, emails, phone numbers, event interests, pricing discussed, and next steps.

Stay connected

- ✓ Send thank-you emails
- ✓ Request feedback
- ✓ Set reminders to follow up
- ✓ Share useful updates and resources

Start with relationships, listen to school needs, stay organized — and enjoy building lasting partnerships.

YOUR NEXT STEP

Thank You

Every meaningful school partnership starts with one genuine connection — and you're ready to make it.

This week, reach out to one school library, teacher, or county office to share your books.

Prepare your materials

Offer flexible options

Track & follow up

