

Unlock the Education Market: Actionable Steps for Self-Published Authors

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School Outreach Checklist

Designed for self-published authors who want to approach schools with confidence, clarity, and a service-oriented message.

Purpose: Use this checklist to prepare professional author outreach materials, connect with the appropriate school contacts, and follow up consistently.

- **Define your goal:** Decide whether you are seeking a school visit, a library order, a classroom presentation, a literacy night, a fundraiser, or a long-term partnership.
- **Prepare your materials:** Create a one-page author handout that includes your bio, book summary, ISBN, reviews, pricing, visit options, and classroom value.
- **Identify contacts:** Begin with county education offices, district leaders, principals, curriculum leads, literacy coordinators, librarians, teachers, PTA groups, and after-school program coordinators.
- **Customize your message:** Explain how your book or visit supports students, reading, classroom goals, or family literacy.
- **Offer flexible options:** Provide choices such as assemblies, grade-level talks, classroom workshops, family nights, book sales, and fundraising packages.
- **Track outreach:** Record contact names, schools, roles, dates, interests, pricing notes, and next steps.
- **Follow up professionally:** Send a thank-you message, share helpful resources, request feedback when appropriate, and set reminders for future contact.

Action step: Choose one school, library, teacher, or county office to contact this week. Keep the message brief, helpful, and focused on how your book or visit can benefit young readers.

For self-published authors, strong school partnerships begin with preparation, professionalism, and a thoughtful first step that supports educators and inspires young readers.