

## SECTION 2



**INTRODUCING YOUR HOST  
ADAM WALLACE!**

# YOUR HOST - ADAM WALLACE

Hi! Adam Wallace here, ready to guide you into the *AMAZING* world of doing school visits as an author or illustrator.

School visits are crucial, crucial I say, for so many reasons. As we go through the journey of creating a school visit for *YOU*, my hope is that you'll also see that they are possibly *THE* key element in furthering your career as a children's author/illustrator. Is it children's author? That sounds like you're writing children. A children's book author? That sounds better. An author of books for children? I mean, it's correct, but it's kinda clunky.

Anyway.

The fact is, you can spend hours/days/weeks creating a shiny and fancy website, you can do amazing social media stuff, you can even spend hours working on your writing outfit, but in the end I believe, both from experience and from advice from authors I respect and admire, there are **two things that will benefit you most as an author for young people.**

**1. Get your work as good as you possibly can get it.** Work on your writing. Every. Single. Day. Seriously. A fancy website is irrelevant if your writing isn't as incredible as it can possibly be. So write and read and revise and test and surround yourself with other creatives and meet publishers and work and work and work. Here's the thing. We're writers! Some people will like our stories and some people won't, and there is so much that's out of our control. But not how hard you work. Not how amazing your stories become. That's on you.

*"Be so good they can't ignore you."* Steve Martin

*"The only thing you can control is how hard you work."* Robert Ben Garant and Thomas Lennon

*"I will write what I will write. If it connects with and touches you, that's beautiful. If not, well, it can't be helped."* Bruce Lee.

**2. Get into schools and in front of your real audience - THE KIDS!** Sure, there are gatekeepers between your books and the children - think publishers, editors, marketing teams, booksellers, parents, grandparents, teachers - but in the end **you are creating books for one audience and one audience alone. Children.** They are all that matters. If your stories aren't connecting with children, nothing and no one else is relevant. And the best way to connect with children is to interact with children. Find your voice with them. Find who you are with them. And then write that. And one of the best ways to do that is via, da da da daaaaaaaa, **SCHOOL VISITS!**

If you can get into the schools and win them over, you are well on your way. But how do you do that? And what do you do when you're actually in a school in front of 1000 expectant eyes? (*There are more than 500 kids there, but some are asleep, some are bored already, and one is inspecting the booger he just extricated*) Well, this workbook, and this video course, has some - but not all - of the answers. So who am I to have some of these answers? I'll tell you, but it's on the next page. This one has enough writing already.

# CREDIBILITY CHECK

Why am I giving advice on doing school visits? I don't know ... 'cos I wanna? But that's not what you want to hear. You want some evidence! So here it is!

## ADAM WALLACE - THE EVIDENCE

Full-time author.

Presented to over 100,000 children in over 400 school and library visits

Over 800 markets attended

Been **Number 1** on the *New York Times Bestseller List*

Been **Number 1** on the *Amazon Bestseller List* (all books)

4 times on the *USA Today Bestseller List*

Book read on the *White House Lawn*

Over 80 books published

Over **2 million** books sold

Over 140,000 books sold personally by Adam Wallace

Books in the DJ Khaled and *Kim, Kourtney and Khloe Kardashian* households - not delivered personally, unfortunately ...

