

# SECTION 1



## INTRODUCING THE COURSE!

# INTRODUCTION

## WHO IS THIS COURSE FOR?

This course has been created with beginning authors/illustrators in mind. Creators who want to get out there and start doing school visits, perhaps never having done one before. But it's also for people who have been doing school visits already, but may want to get more, or may want to refine their sessions, or may just be curious as to how another author does things.

## WHAT IS IN THIS COURSE? WHAT CAN YOU EXPECT TO LEARN?

School Visits 101 has many sections covering many things, and a couple of bonuses too **YAAAAY!!!** You'll discover:

1. **Why you should do school visits.**
2. **Ways to get as many school visits as your little heart desires.**
3. **The numbers!** How much to charge, and pros and cons of doing free visits; How many sessions to do a day; How long your sessions should be; What age you should present to; How many students you should have in a session and more.
4. **Should you sell your books to the students and schools?** If so, what are the different ways you can do that?
5. **Ins and outs of your actual visit** - should you use technology? Should you do a presentation or a workshop? Do you charge differently for a presentation or workshop? Do you need a teacher in the room? How much should you do? All this and more!
6. **More ins and outs** - What do you talk about? Should the visit be interactive? Finding your strengths and weaknesses as an author/presenter.
7. **Create a session!** Use an actual template to create an actual session you can actually use when actually visiting an actual school. And don't only create one session ... create lots of sessions!
8. **What to do before the visit and on the day.** Create an invoice, get an ABN, get a Working With Children card, prepare and plan for your visit.
9. **Some things myself and other authors have found useful while in the firing line, I mean while giving a session.** Who to aim the session at, how to control the crowd, letting children share, involving teachers, signing autographs, using microphones and more.
10. **Extra resources that have seemingly nothing to do with writing or school visits, but that have massively improved my visits.**

**NOTE:** Homework will be assigned! This means you will leave this course not only **feeling** prepared for your school visits, but with **actual** templates, activities, order forms, invoices, and more! Cool, huh?

So why am I doing this course? Well, it's time. This has been brewing in my mind for a while now, the fact that I have done so many school visits, built up knowledge on them, and have been through the slog of it. I want to pass that on. I had so much help from amazing people as I was embarking on my career. Authors and illustrators who would sit with me for hours and talk about their journey, what they tried that worked and didn't work, and offer advice and thoughts. It all helped so much, whether I did the things or not.

At least I had options. And that's what I want for you. I want you to have more options, to have choice, and for my ten years of work to be able to cut down the time you spend. Not everything I say will click with you, but you can still learn from my experiences. As Bruce Lee says, *"Research your own experience. Absorb what is useful, reject what is useless, add what is essentially your own."*

Take what I have done and make it your own, and that's why I'm doing this. To give a starting point you can use to be better at school visits than I could ever be.

Some people have told me I shouldn't help other people get amazing at school visits, because it will crowd the market. But here's the thing! It won't! It can't! The more authors and illustrators out there inspiring kids to read and write and draw, the more excitement around books and writing and drawing will be generated and that is a win for the world.

## **HOMEWORK: WHAT DO YOU WANT TO GET OUT OF THIS COURSE?**

Write down the things you would like to learn from this course. Check back once you're finished, and if there's anything that wasn't covered, email me at **wally@adam-wallace-books.com** and I will do my best to fill in the gaps!



## 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 ...