



Spring Fling

A Free Online Conference for Teacherpreneurs

Welcome

Hello and welcome to Spring Fling 2020 - a 100% online conference for teacher business owners. I'm Jamie, from Basic Girl Teaches, the founder of the Teacher Instagram School and the host of this conference. I'm so glad you're here!

Here's the deal: starting and running your own business, whether it's a side hustle, hobby, or full-time career, is a lot of work. Like a **LOT** of work. There are so many different pieces of the puzzle of a successful business, like social media, marketing, email lists, product creation, website building, blogging, product photography, burnout, finances, productivity... and the list keeps going.

Honestly, it can be isolating and overwhelming to try and figure it all out by yourself. The good news is - it doesn't have to feel like that! You're not alone in this teacherpreneur community and Google isn't your only resource for learning how to keep all the balls rolling in the right direction.

I launched Spring Fling because I wanted to create a space for teacherpreneurs to gather together and find advice and strategies from people who were doing the same things they were doing. All of our presenters are sharing pieces of their own puzzles and strategies they are using that work.

I hope your experience at Spring Fling inspires you. The following pages have information about each of the sessions and presenters. Sessions will be available from March 20 - March 25. At the conclusion of the conference, all of the sessions will be removed from the website. You can purchase access to the replay library for only \$27 by clicking [here](#). The price will increase when the conference begins.

We all have something to learn and we all have something to share. We need what you have to offer! The space is not too full. We have room for you here, too.

 Love, Jamie

Sessions

Social Media & Marketing

Don't Be A Billboard: How to Market Your Products on Instagram Without Being Too "Salesy" with *Jamie Jasperson from Basic Girl Teaches and Teacher Instagram School*

No one wants their Instagram account to look like one big sales advert, but if you don't talk about your products, how will you find people to purchase from you? You need a plan to connect with your audience and comfortably market your products on Instagram and a clear strategy to continue growing your following. In this session, I'll teach you the basics of using Instagram to connect with other teachers and to promote your products.

7 Pinterest Strategies You Need To Be Using with *Rachel Griffith from Teach Through the Chaos*

You probably already know that you should be using Pinterest and you might already be using it. BUT are you being found in the search results? In this session, I will give you seven strategies that you need to be implementing in order to get seen in the search and not spend all your time pinning your pins.

Email Marketing 101 with *Alissa McDonald from Teacher by Naptime and Teacher Hustle Podcast*

We've all heard we're *supposed to* be emailing...but who is on this email list (besides my mom), and what am I supposed to say to them? You need a clear content strategy, and a plan to build and grow your list. I'll give you the "big picture" overview & tell you why email marketing is still one of the top ways to increase sales.

Maximizing Live Video for Teachers and Teacherpreneurs with *Michelle Martinez from Your Teaching Mentor*

There is no question that Facebook and Instagram continue to prioritize video over other content types. Utilizing live or recorded video gives a huge boost to your visibility as a teacherpreneur or thought leader in your area. I have used live video in my business for three years and have some great strategies and tips for you to maximize this piece of social media real estate!

Content Creation

Blogging for the School Year with *Rachel Wilser from Smarter Teaching and Smarter Teaching Podcast*

In a social media world dominated by Pinterest and Teachergram, it's easy to forget that just 10 years ago blogging was boss. And it's still a great way to share information with your followers. But, what information should you share? When? And how much should you write? Do you write yourself, or hire someone to do it? In this session, you'll learn about blogging basics, with a focus on generating content for your blog.

7 Reasons Why You Need to Add Podcasting to Your Content Strategy with *Trina Deboree from Teacherpreneurs, Raise Your Hand Podcast*

Most teacherpreneurs don't understand the true potential behind podcasts. With such a rapidly growing popularity, there are many reasons why you should also consider podcasting in your content marketing strategy to promote your business. In this session, you will learn the 7 reasons why teacherpreneurs need to add podcasting to their content strategy to boost website traffic and find more customers.

My Favorite Apps for Photo and Video Editing with *Nadine Stringham from Millennial Math Teacher*

Social media revolves around pictures and videos. So how do you make yours stand out? In this session, I'll be sharing some of my favorite apps for editing both photos and videos. Each app has its own purpose and uses in creating various types of content. My goal is to help you find which apps will work best for the content you are creating.

Impress with Images! with *Allie Elliott from Allie The Gypsy Teacher*

In a sea of beautiful pins, curated Instagram feeds, and catchy product covers, how do you stand out and make a lasting impression? In this session, you will learn strategies to make images that catch your ideal customer's eye and get the traffic to your website and store, while staying true to you and saving you time! I have quadrupled my blog traffic from one year to the next using these strategies, and I can't wait to share my secrets with you!

Product Creation

From #Teacherproblems to Teacherpreneur: 6 Simple Steps to Start Your Dream Biz with *Erica Terry from Co-Teach Like Stars*

#TeacherProblems got you stressed out and wishing you could get out of the classroom? You won't find any judgement here! Instead you will discover a proven system that empowers you to flip the script on your current situation & use it to create the legacy your family deserves.

Productivity and Planning: It's Time to Get Things Done with *Misty Miller from TPT Sellers Tips and Advice*

You probably have felt overwhelmed with life, family, and a job at some point in time. You may be there right now. In this session you will learn 3 steps to help you with productivity and planning which will allow you to get the right things done and leave the rest behind.

You Do You! 10 Secrets You Need to Know to Grow Your Store with *Emilee Ray from For The Teacher*

We all know that TpT is not a "get-rich-quick" scheme, but new sellers often ask, "How do I get started?" "What should I do to catch buyers?" Wouldn't it be great to have someone just tell you what all of these other sellers already seem to know? In this session, you will learn the 10 most commonly unknown, or forgotten secrets to growing your business.

What A Thriving Monthly Membership Can Do For Your Business *with Mandy Rice from Teach on a Mission*

Not all teachers are lucky enough to have a team of rockstar, collaborative colleagues they can rely on in this super stressful daily thing we do as teachers. But thanks to modern technology, and a few lessons I've learned along the way that I can't wait to share with you, your business can reach those teachers who feel like they're teaching on an island and give them the Teacher Tribe they've always wanted, all while supplying your business with a steady, monthly income that allows you to make an even greater impact.

Teacherpreneur Lifestyle

Simple and Sustainable Self-Care to Fuel Energy and Greater Impact *with Katie Rahe from Constant Love and Learning*

Far too often, as educators, we put our own needs on the back burner. Our students, our own families, and our businesses seem to take priority. In this workshop, you will learn several simple and sustainable strategies to help you start to prioritize YOU using a broad lens of self-care that can support you in having more energy and creating more impact for all of your people and passions.

Organizing Your Business to Maximize Results *with Melissa Falkner from Melissa's Little Owl Academy*

How many times have you struggled to plan out your teaching product business and have ideas jumping from one thing to the next without flow or organization? I've tried paper planners, products I've made myself, online calendars, and more. I'm sharing how I use Microsoft OneNote, (A FREE program!) to plan for a year and create products that lead to bundles, blog posts that lead to sales, Pinterest ads that lead to click-throughs.

Teacher, Instagrammer, Entrepreneur: How to Protect Yourself from Burnout *with Beth Ott from The Better Teacher Project*

You know what teachers are amazing at? Trying to do EVERYTHING. But that's the exact mindset that can cause burnout. The same is true for Instagrammers and Entrepreneurs. In this session, it doesn't matter if you are just one or all three types of educators. You'll learn not only some mindset shifts that you need to implement if you're in this for the long haul, but some quick strategies that you can implement tomorrow to protect yourself from burnout.

Don't stop learning! Check out some of the other courses available from the [Teacher Instagram School](#) and purchase access to the [replay library](#).

