

HOW TO PROMOTE “THE ADVENTURES OF EVERYDAY GENIUSES” BOOK SERIES IN YOUR STORE



IN-STORE EVENTS:

Storytime

“The Adventures of Everyday Geniuses” is the perfect book series for storytime for ages 5-9. With four books currently in the series, your store can create a storytime one book at a time throughout the year or explore the entire series over the course of a month! Suggested months include:

- Back-to-School Month - August/September
- Learning Disability Awareness Month - October
- Read Across America Month - March
- The Adventures of Everyday Geniuses Month - any month your store chooses!

Children, Parents, Caregivers, and Teachers will all be drawn to these relatable characters, smart illustrations, and beautifully woven stories and messages. Storytimes can expand on the message and topics of each book by providing additional resources, including the Parent & Facilitator Guide found at the link below. In addition, this link includes over 20 activity pages to go along with the series that can be used during Storytime, taken home, or can be left out on a dedicated “Everyday Geniuses” table for children to complete at their leisure throughout the week/month. More worksheets to be added for 2009/2010 school year.

Worksheet Link:

<http://www.mainstreamconnections.org/AdventuresOfEverydayGeniuses/Workbook.html>

School Field Trips

Create a field trip around “The Adventures of Everyday Geniuses” book series and bring the schools to your store! Depending upon the size of your store, you can bring in between 20-100 students for the field trip. The Field Trip is basically an expanded version of the Storytime with discussion, book reading, and worksheets. (Typically, the best demonstrated practice for stores is to have a menu of field trips available for schools to choose from.) Before the field trip, schools should be provided with a pre-order form so that they can receive the books at the field trip. Book stores have had much success with book sales from these types of events. (School Field Trip can be turned into a “Meet the Author” event if author is available for date and time.)

Teacher Events

Nationally acclaimed author Barbara Esham frequently speaks and headlines conferences and educational events including the National Association of Gifted Children Conference, Supporting Emotional Needs of the Gifted, Positive Behavioral Interventions and Supports, Reading Councils and more, so why not bring her to your store! Ms. Esham is the ideal keynote for any type of teacher event whether it's for Professional Development Credits or Teacher Appreciation Week. Dedicated "Everyday Geniuses" table can display the book series for purchase during the event.

For more information about the Author:

<http://www.mainstreamconnections.org/AdventuresOfEverydayGeniuses/Bios.html>

**Author Fees & Travel Fees may apply in certain areas.*



MARKETING TO SCHOOLS:

"The Adventures of Everyday Geniuses" books series received numerous endorsements from almost every top notch learning expert, but the highest praise is coming directly from the libraries and classrooms:

"We can't keep the books on our shelves. The Adventures of Everyday Geniuses is our favorite new series and is sure to become a family classic!"

- Howard County, Maryland Librarians

"My 2nd grade class requests "The Adventures of Everyday Geniuses" books everyday! Thanks for great books that truly speak to my students!"

- Boston, Massachusetts Elementary School Teacher

School Book Clubs

"The Adventures of Everyday Geniuses" book series is the wonderful addition to any school's book club or a great reason to start a club up. Each of the characters faces a struggle while discovering that they have an amazing strength or "inner genius". This main theme provides a great opportunity for children to open up in group discussions during the club about their own strengths and weaknesses. Other positive benefits of book clubs include:

- Improving reading levels
- Developing language and literacy skills
- Learning to read for enjoyment
- Reading as a social activity

In addition, Facilitators can use the Worksheets to build on the books or for children to take home. (*School Book Club Facilitator Guide coming August 2009!*)

Worksheet Link:

<http://www.mainstreamconnections.org/AdventuresOfEverydayGeniuses/Workbook.html>

Author Visits & In-School Workshops

CREATE Everyday Geniuses workshops are based on the children's book series by acclaimed author, Barbara Esham, "The Adventures of Everyday Geniuses." The focus of the workshops is to help children understand that "smart" comes in many different forms and that we all excel in different ways. The CREATE workshops are geared for one class of 20-30 students, targeted for primary grade levels, 50 minutes in length, and completely facilitated by the CREATE team. During the workshops, children will be engaged in group discussion, participate in brainstorming activities, and some grade levels will also listen to a reading of one the books from the series.

**Author is not present for all workshops.*



Tell the schools in your area about this amazing workshop opportunity and your book store can reap the benefits as well as the students! The school or community company sponsor donates the workshop cost and brings the CREATE team (and in some cases the author, Barbara Esham) to their school. Pre-order forms are sent home to the entire Elementary school and if your store organizes the event - the books will be ordered from your store!

In addition, if author Barbara Esham is in the area for the in-school workshops, additional teacher events can be coordinated at your store in the evening.

For more information about CREATE workshops, please visit:

<http://www.mainstreamconnections.org/CREATE/Workshop.html>

For more information on any of these programs, contact:

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