



## Tips and Ideas for a Successful Book/Product Sale

**IMPORTANT:** Remember the success of the Amazing Teacher book/product sales will help determine the maximum discount your school earns for hosting the live assembly. Please try to include all five steps/days below, even if you combine steps/days. (Please do not count weekends or holidays)

### Suggested Promotion Schedule (Five Easy Steps)

1. **Five Days** prior to the assembly: Send home the **order forms** with each child. Use this opportunity to promote the assembly with teachers and students.
2. **Four Days** prior to the assembly: Use **Video #1 - The Table Cloth Stunt** as a school wide or classroom broadcast. **NOTE:** You may download the videos directly from our website or you may view them on YouTube or Vimeo.
3. **Three Days** prior to the assembly: Use **Video #2 – The Magic Coloring Book** as a school wide or classroom broadcast.
4. **Two Days** prior to the assembly: Use **Video #3 – The Magic Rope Trick** as a school wide or classroom broadcast **AND** send an **email reminder** or **ALL CALL** to the parents. (See the sample email/phone script below.)
5. **One Day** prior to the assembly: Use **Video #4 – FREE Magic Wand** as a school wide or classroom broadcast.

### SAMPLE Email/Phone Script to Parents

Hello (name of school) Parents,

On (day of assembly) Steve Somers, the Amazing Teacher will be visiting our school. Not only is Steve a teacher, but he is an award winning magician, a hilarious puppeteer, a spellbinding storyteller and an author of five books.

Steve will have copies of his most recent book and a couple of amazing tricks available for sale on (day of assembly). But, the order form must be returned no later than (day of assembly). Please pay with cash or check using the order form sent home with your child.

Thank you for helping to make special events like this affordable.