



Writing Children's Books that Sell

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Writing a book that sells...

- Join SCBWI* the best money you will ever spend.
- Read, read, read children's books
- Beware of false prophets
- Do your market research
- Write, read, write, read, read, read, read.

*Society for Children's Book Writers and Illustrators (<https://www.scbwi.org/>)

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0 - 200 Words	Ages 0 - 3	Board Book
200 - 500 words	Ages 2 - 5	Early Picture Book
500 - 800 words	Ages 3 - 7	Picture Book
600 - 1000 words	Ages 4 - 8	Older Picture Book
3k - 10k words	Ages 5 - 10	Chapter Book

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5 Golden Rules

1. Your Idea must be a solid one and relatable to children

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1. Your Idea and the Nursery Rhyme Crime

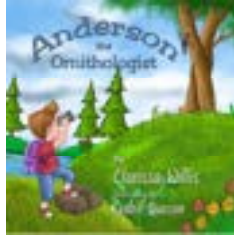
- Think about a new take on an old tale- Nursery Rhyme Crime by Priscilla Lamont, The Fourth Little Pig, Little Red
- Write your idea down as a quick synopsis
- Think elevator pitch

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Example

Anderson prefers to do everything alone. One day a new kid named Sam joins him for lunch. Anderson is surprised and doesn't know what to say. But Sam's friendliness gives Anderson the courage to tell him a little about himself, such as his love for (ornithology) birdwatching. To his surprise, Sam wants to go birdwatching with him.

Anderson's story helps children recognize that being friends with someone different is rewarding. In addition, it shows how children with Asperger's syndrome can become true and loyal friends when given a chance. This is not a book about autism. This book is about Anderson, a child with autism, and his amazing hobby.

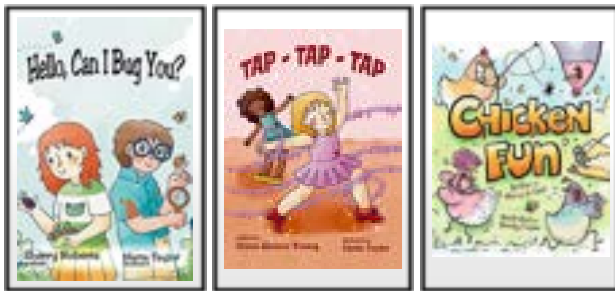


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Define your audience

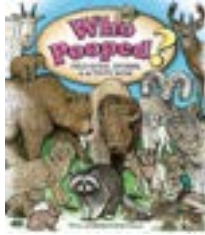
- Parents- What appeals to them? What will they buy?
- Children- What age group is the book for?
- Teachers-What are they looking for?
- Niche- Decide if your book will have a specialty niche.
- Wait, there is one group of buyers we left off? Any ideas?

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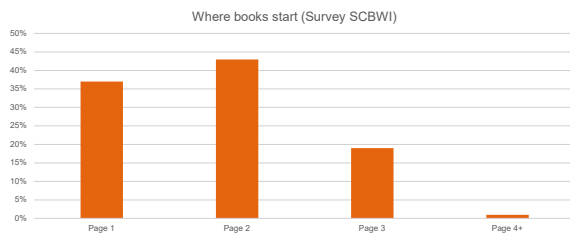
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The Raunchy Book Phase!



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2. Start already....



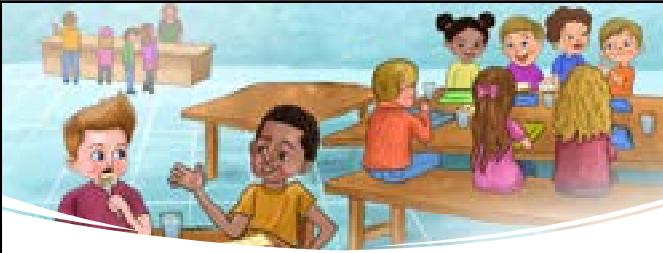
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3. Characters make the story



- What not to do-
 - Have a perfect character who quickly solves everything
 - Use too many words children don't understand- Rare words are great!
 - Someone else solves the problem for the character
 - Too many characters
 - Preach or talk down to children


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3. Challenges What to Do-

- Be aware of the desktop in the mind
- Look for ways to solve the problem
- Make sure your audience relates to the story

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What's cha' writin' 'bout sweetpea.

- Own voices
- Non-fiction
- Realistic
- STEM
- Fantasy

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4. To Rhyme or not to rhyme

- Chicken Fun
- Bully Poem
- Earth Poem



The Earth Needs Help

*Our Earth is really on the brink
Of becoming "Planet Stink."
Reduce, recycle, and reuse
These are habits we all must choose.
Our Earth needs help to stay real clean.
We must work to keep it green.
Tell everyone to spread the news.
Reduce, recycle, and reuse!
Recycling means there's one more use.
Turn off the light save, and reduce!
These are simple things to do
With a little help from you!*

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Get Support

- Support group
- Friends
- Attend conferences
- Watch webinars
- Avoid the black hole of not writing.



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Linda Apple is an impressionist speaker and the author of *Three Street Band of Whimsical Words of Wisdom*, a series of impressionist stories featuring her dog, Whimsie. According to Linda she never intended to join the world of children's book authors, but watching her grandchild's interest with Whimsie changed her mind. Whimsie and Linda have an interactive website for children, poems, stories and lots of Whimsie. Check out their website [here](#).



Mary Jo Huff is known for workshops, keynote addresses and staff development. She combines experience in early childhood help/are in the classroom to the point of story, puppet play, music and movement. She brings a unique and versatile approach to telling stories. Mary Jo enjoys spending her family nights and opening moments. She has been on the world's children's book authors for quite sometime and looks forward to the publication of her newest book, *My, no different to me*. Check out her website [here](#).

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5. Revise, rewrite, review, redo

Revise

Rewrite

Review

Get an editor

The business of writing for children

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A Poem for Children's Book Authors

Write, revise,
Rewrite and redo
Doing it is good for you!
You can write a children's book
If you know where to look
So, write, write, write every day
Then revise the night away!



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Everyone needs an editor

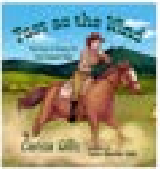
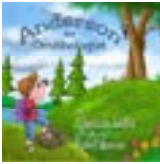
- Grammerly works for me
- My cousin's second husband's daughter loves to read. She can proofread.
- I taught English for 38 years don't you think I know how to read?
- I got the best deal from Fiverr someone from Kasbeckistanaslovenburg will edit my book for \$20.



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Conclusion

- Writers read, and writers write
- Know your market
- Decide what type of book you want to write
- Set aside time to write
- Listen to the people who live in your head
- Questions?



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Want the handout?





Resources used in this presentation

https://blog.reedsy.com/how-to-write-a-childrens-book/#4_anchor_your_story_with_memorable_characters

SCWBI
<https://www.scbwi.org/>

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