

Teaching to Inspire with Jennifer Findley

Want to Sell Your Resources on TeachersPayTeachers?

*Here are some tips to get you
started!*

Making Products:

- **Make an attractive cover page using:**
 - Digital papers
 - Borders
 - Fonts (Use “Fun” Fonts for Covers and Readable Fonts for Student Directions)
- **Include the following in your resources:**
 - Notes to Teachers or Suggested Use Page
 - Student Directions
 - Answer Keys
 - Terms of Use Page
 - Credits Page (to give credit to clipart and font designers)
- **Use PowerPoint to create your resources. You can easily move graphics around and add text boxes.**
- **To come up with ideas for resources, ask yourself:**
 - What skill do I need more resources for?
 - What skills are tricky for my students that I can create a unique product for?
 - What are my strengths as a teacher and how can I incorporate those strengths into my resources?

Titles

- **The titles are what drives the TeachersPayTeachers search engine. Write your titles with these points in mind:**
 - What would a teacher type into Google if they were searching for this skill/resource?
 - Avoid cute titles.
 - Make your title clear and specific:
 - Add Grade Levels
 - Skill/Subject
 - Example: 5th Grade Common Core Math Assessments

Descriptions & Previews

- **Make your descriptions clear and specific. Make sure there are no surprises when a teacher buys your resources. Use hyperlink coding to add links to relevant blog posts and related resources.**
- **Try and include previews for all your products, but especially for products \$3 and over. Follow these guidelines.**
 - Include Table of Contents and Notes to the Teacher in preview
 - Include full size images of a few example pages versus tiny thumbnails
 - Include a variety of examples from the resources in your preview

Marketing Your Products

- **Here are some tips for marketing your products:**

- Make sure your store has at least 10-15 quality products before you dive into marketing. Your buyers want to see your resources once you start marketing to them.
- Create a blog to showcase your products in use and to build your brand and credibility.
- Use Pinterest to pin “in action” pictures of your products from your blog.
 - Build your Pinterest boards by curating amazing content and freebies from your blog and other blogs. This is the best way to gain followers on Pinterest.
- Create a Facebook page to interact with followers.
- Remember this sequence: Product Creation, then Blog, then Pinterest, then Facebook—Don’t try to do it all at once.
- Other marketing options:
 - Twitter
 - Instagram

Copyright Tips

- **Remember these tips concerning copyright:**
 - Do not use mages from Google
 - Do not use images of book covers
 - Do not create paid resources for Daily Five or Whole Brain Teaching Resources (Freebies are okay-see TpT Forum for more information).
 - Do not create paid or free resources for Dr. Seuss, Pete the Cat, or Angry Birds.

Finding Graphics and Clipart

- **I buy all my clipart and fonts from TeacherspayTeachers because their terms of use are clear and allow for commercial use. Here are some of my favorites. These sellers have several freebies to get you started with creating as well.**
 - Glitter Meets Glue
 - Educlips
 - Krista Wallden
 - Graphics from the Pond
 - Kimberly Geswein Fonts

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This resource was created by Jennifer Findley. It may be printed and photocopied for single classroom use. It may not be put on the Internet, sold, or distributed in any form. Check out my store for more resources that are common core aligned.



Follow my blog for updates and freebies.



Thanks!
Jennifer Findley

Credits:

