**ADVICE ON WHAT TO CHARGE AND HOW TO PLAN SCHOOL VISITS**

Each author handles this differently and charges differently. But yes, you should charge (more on that below). And, it is absolutely reasonable to ask that your travel be covered. You might end up having different prices for different types of locations and events (maybe you cut some schools a break, for example if they are in underserved neighborhoods, etc. vs. a private school).

This is all very subjective and I suspect you will craft your “rules” and develop your fees over time, and--your fees *should* change over time as you gain experience and notoriety. The majority of authors handle booking these events themselves, though there are booking agents as well. It is totally possible to be firm about what you charge while also being kind and accessible to people asking for events. You’ll get the hang of it!!

I recommend making it as easy as possible for teachers to find you and request you for a school event—consider creating a new tab on your website just for educators.

I highly recommend developing your own event contract, especially for school visits, as it can help keep a line of professionalism with the "we're all friends here!" mentality. It's really great to have relationships with teachers, and this will help ensure that it doesn’t ever become an unbalanced dynamic. It’s good to keep everyone’s expectations on the same page, upfront. Plus, having things in writing is always a plus.

Some things to consider including in your event contract include: payment, lodging, airfare (and who's covering it), what bookstore they'll be working with, the total number of presentations you’re able to do in a day, any tech requirements you may have, and whether or not a lunch or whatever will be included. You can also include a line about how there will always be a teacher present, (in case of any fire drills, etc.), and this prevents teachers from using you as a 'fill-in' if I'm there!

And, depending on how you feel about it, you can include a "no recordings can be made but pictures are fine" line. Oh, and a cancellation timeline is a smart idea, so they will inform you in a timely manner if they have to cancel, and if not, there's a minor cancellation fee, particularly if you have to book flights.

Here are a few resources to review as you create your own contract:

* Kim Norman’s School Visits Advice Website: <http://coolschoolvisits.com/about/>
* Check out Kim’s e-book about school visits: PLANNING YOUR AUTHOR SCHOOL VISIT by Kim Norman
* A bullet point list of everything to include in a school visit contract and a sample lecture contract: <http://schoolvisitexperts.com/10-must-haves-in-your-school-visit-contract/>
* Great blog post from Author 2 Author on why you should be charging for school visits, and a range of what to consider charging: <http://author2author.blogspot.com/2012/06/what-should-i-charge-for-author-visit.html>
* Excellent tips from SchoolVisitsExperts.com on how to determine your price: <http://www.schoolvisitexperts.com/resources/TEXT-07%20How%20Much%20Should%20I%20Charge.pdf>
* A strong sample author blog post on her fees and travel requirements, and suggestions for schools on how to raise funds if they need help (with grants, raffles, etc.: <https://laurasalas.com/school-visit-fees/>