



The School Principal Pitch Script

The exact emails authors use to book paid school readings.

A free guide from **Animate My Storybook**
Broadcast-grade animation for children's book authors
animatemystorybook.com

The *School Principal* Pitch Script.

The exact email templates used to book high-paying school readings — author visits, classroom licensing, and library events. Plain English, copy-paste ready.

How to read this *pack*.

This is a 4-template sequence. Send Template 01 cold. If you get a reply, move to Template 03 directly. If no reply after 5 business days, send Template 02. Template 04 is for after a successful visit.

Replace **[YOUR BOOK]**, **[YOUR NAME]**, **[SCHOOL NAME]**, and **[PRINCIPAL FIRST NAME]** with the real details. Do not send to a generic info@ inbox — find the principal's direct email on the school district website or in a 30-second LinkedIn search.

Template 01 • *The opening email*.

Goal: book a 10-minute exploratory call. Short, specific, no attachments, no PDF flyer.

Subject: A 10-minute idea for [SCHOOL NAME]'s reading program

Hi [PRINCIPAL FIRST NAME],

I'm a children's book author — my book [YOUR BOOK] is a picture book for ages 5–9 about [ONE-LINE THEME].

I've recently worked with my animation studio to produce a short cinematic version of the book, which has been used in classrooms with strong engagement. I'd love to share a 30-second preview and explore whether a reading visit (in-person or virtual) might be a fit for [SCHOOL NAME] this term.

Would a 10-minute call next week be possible? I'm flexible around your schedule.

Warmly,
[YOUR NAME]
[YOUR WEBSITE] • [YOUR PHONE]

Template 02 • *The follow-up*.

Send 5 business days after Template 01 if no reply. Keep it lighter and warmer. Add one piece of new context.

Subject: Re: A 10-minute idea for [SCHOOL NAME]'s reading program

Hi [PRINCIPAL FIRST NAME],

I know inboxes get busy this time of year – wanted to follow up on the note below in case it slipped through.

Quick context that might help: the animated preview of [YOUR BOOK] typically gets a strong response from students aged 5-9, and the visit itself runs about 35 minutes (15-min animated read-aloud + 20-min Q&A; with the kids). Materials are no charge.

Happy to send a sample preview link if helpful – or skip the call and just send the link directly. Whichever works.

Best,
[YOUR NAME]

Template 03 • *The agenda for the principal call.*

Send this AFTER the principal agrees to a call but BEFORE the call happens. Sets expectations and increases the chance the call ends with a booked visit.

Subject: Thanks – quick agenda for our call

Hi [PRINCIPAL FIRST NAME],

Thanks so much for making time. Here's a quick agenda so we use the 10 minutes well:

1. The book (1 min) – what [YOUR BOOK] is about and which age range
2. The animated preview (2 min) – I'll send a link beforehand so you can watch on your own
3. What a visit looks like (3 min) – format, length, materials
4. Logistics (3 min) – calendar, group size, any needs from your end
5. Any questions (1 min)

If a date this term works, I can hold it provisionally on my calendar coming out of the call. I'll send the preview link right after this email.

See you Wednesday at [TIME].

[YOUR NAME]

Template 04 • *The post-visit thank-you (with the upsell).*

Send within 24 hours of the visit. Light, gracious, with a soft door open to ongoing licensing.

Subject: Thank you – and a small note

Hi [PRINCIPAL FIRST NAME],

Thank you so much for hosting yesterday. The kids' questions were the best part – please pass on my thanks to the teachers as well.

One small note: a few of the teachers asked whether the animated version could be made available for ongoing classroom use through the rest of the school year. I'm

happy to put together a simple licensing arrangement if that's of interest — happy to share details with whoever handles that on your end.

Either way, grateful for the chance to share [YOUR BOOK] with your students.

Best,
[YOUR NAME]

The three *rules* that make this work.

- **Send from your own domain**, not a Gmail address. Principals' spam filters are aggressive — your reply rate roughly doubles on a personal-domain email.
- **Don't attach the PDF**. Link to a webpage that shows the animated preview. Attachments to unknown senders die in IT filters.
- **Send Tuesday or Wednesday morning, 8–10am local school time**. Mondays are too busy. Fridays die in the weekend.

Why the *animated preview* changes the math.

The single biggest difference between authors who book paid school visits and those who don't is whether they have something the principal can show the teachers in 30 seconds. A book cover + a bio is not enough. A 30-second animated preview of your characters is enough.

That's the whole reason we built our \$1,500 Cinematic Teaser & Style Pilot — it gives indie children's book authors exactly the asset they need to pitch principals like a publisher. Apply for one slot a month is open in your timezone.

Get the asset that *closes the school visit*.

\$1,500 buys you a 3D cinematic style pilot of your main character — the exact asset principals respond to. 100% credited toward any larger package within 30 days.

Want to see your character animated?

Send us your character and we'll animate a short preview — free, in your inbox within 24 hours. No cost, no commitment.

animatemystorybook.com/visualize

Questions? WhatsApp +1 876 499 9154 · hello@animatemystorybook.com