



TEACHERS *pay* TEACHERS

an open marketplace for educators

Seller's Handbook

**Ideas and Techniques for Creating and Posting
Great Lesson Plans**

Newsletter Compilation: September 2010 to June 2011
with
Top 100 Search Keyword Lists: August 2010 to May 2011

Introduction

The following pages are a compilation of the series of newsletters, *It's Me Again, Margaret*, written by TpT Seller Margaret Whisnant who came on board the site November 2008. The articles began in January 2010 with the goal of offering ideas and techniques that sellers could use to improve the quality and presentation of their products and boost sales.

Many newsletter ideas arose from questions and discussions that appeared on the Seller's Forum. As TpT grew, dozens of new Teacher/Authors headed for the Forum for advice. Layer upon layer of discussion chains, many of which involved topics that had already been addressed in the newsletters, soon saturated the Forum. New sellers with the same basic questions, but unable to locate the information they needed, began more discussion chains. Reformatting the newsletters into a free, easy-to-use seller's handbook was the next logical step.

The newsletter topics were identified and published on an "as needed" basis. Rather than presenting them in chronological order here, however, the articles are organized by categories for easier reference. A topical index is also included on the last two pages for user convenience.

The last section of your Seller's Handbook is a series of keywords used by internet shoppers on their way to TeachersPayTeachers and lists of search words entered by onsite customers to check out various products from the site's catalogue. These lists are useful references when writing product titles and descriptions and to better understand monthly trends.

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TeachersPayTeachers Seller's Handbook

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Part One

Copyright and Trademark Basics

Some Thoughts about
Clipart and Copyright Issues
for TeachersPayTeachers Sellers

April 2010

Intentionally complying with copyright laws is part of the group ethic we follow as professional educators and writers, so it wasn't surprising when a recent survey of potential TPT sellers revealed a hesitation to post items without further clarification of certain copyright issues. The legality of including clipart and non-original product content were among the most mentioned. The hoopla over who owns a teacher's work also made the list of concerns.

As a result, Paul Edelman, TPT's founder and General Manager, has requested a newsletter that addresses these issues. Please keep in mind that I am neither a lawyer nor a copyright authority. You must ultimately make your own determinations before offering your work as a commercial product. What I can do is report information that I have gathered through research and experience.

Copyright laws are written in Standard English with reasonable vocabulary, but as is the case with many other legal documents, people argue over their scope, applications, and precise meanings. The controversy is not limited to novices. It involves reputable judges, seasoned lawyers, and JK Rowling. We're in good company. But amid the confusion, there are some criteria that can help us determine if our products meet the spirit and requirements of copyright laws.

Clipart in Commercial Products

Experienced and potential sellers alike see the value of including clipart in their products. My intentions were to put together a set of precise, fact-based guidelines that would consistently lead to sources of legal clipart. Instead, my research revealed how complicated this topic has become. The onslaught of the internet, the availability of electronic files, and the 1997 No Electronic Theft Act (NET Act) have twisted the old cut-and-paste days into a giant snarled pretzel. It seems we must now examine each clipart resource individually and then validate its legal status or usage guidelines before proceeding.

Let's start with the following possibilities:

Microsoft Clipart

Some aspiring TPT authors wondered if they could legally use Microsoft Clipart in their products. Googling "Microsoft Service Agreement" and then going to "Materials that Microsoft Licenses to You" reveals Item 14, which reads:

14. Materials that Microsoft Licenses to You

Media Elements and Templates. You may have access to media images, clip art, animations, sounds, music, shapes, video clips, templates and other forms of downloadable content ("media elements") associated with the service. If so, you **may copy and use** the media elements, and license, **display and distribute them**, along with your modifications as part of your software

products, including your web sites, but **you may not** (i) **sell, license or distribute copies** of the media elements **by themselves** or as part of any collection, **or product if the primary value of the product is in the media elements**; (ii) grant customers of your product any rights to license or distribute the media elements; (iii) license or distribute any of the media elements that include representations of identifiable individuals, governments, logos, initials, emblems, trademarks, or entities for any commercial purposes or to express or imply any endorsement or association with any product, entity, or activity; or (iv) create obscene or scandalous works, as defined by law at the time the work is created, using the media elements.

I am including the entire script so that my interpretation of the bold print words can be viewed in context. To me, this paragraph indicates that **we can**, indeed, **use Microsoft clipart in our products**. What we cannot do is sell the clipart itself or use it as the primary element of a product. I will appreciate any feedback concerning the Microsoft Clipart library, especially if it is in disagreement with my interpretation. I will pass any new information along in another newsletter.

Public Domain Clipart

A lot of black and white clipart is classified as **public domain**, which means its original copyright is no longer in effect, and it can be used by the public freely and without penalty. In general, this situation covers works created before 1923. There are piles of free and inexpensive public domain clipart available on the internet. The challenge lies in determining its authenticity.

Much to my chagrin, I have learned that the large pool of public domain clipart has been muddied by the 1997 NET act. If a copyright-free image (excluding photographs) is scanned and electronically edited by hand, it becomes a derivative work and is thus copyrightable by the editor. Some companies, such as Dover Publications, offer many of these updated images on CD's. Commercial use of the Dover images is limited to no more than ten items in the same publication. Special permission is required beyond that.

Several online sources of **free public domain clipart** that you might want to check out include wpclipart.com, pdclipart.com, openclipart.org, acliparthistory.com, and freeclipartnow.com. Always read the "Terms of Use" or "License" page on any free site. If there is no guarantee that all items are in the public domain, then some of a site's images could have been gleaned and added without verifying its copyright status. A quick visit to the sites listed above will reveal such disclaimers as well as guarantees. An internet search for "free clipart" or "copyright free clipart" will render a long list of possibilities. Again, it's a matter of gathering information and then making a decision.

D.J. Inkers Clipart

One TPT seller asked about D. J. Inkers Clipart. The Terms of Use statement on their website clearly states that this series absolutely **cannot** be used commercially. Catering to crafters, it is for personal use only.

Subscription Clipart

A number of on-line companies offer subscriptions to "royalty free clipart." This is not the same as "copyright free." Like Dover Publications, these enterprises have taken advantage of the reformatting rule for public domain images and now claim copyright.

What they sell is a **license** to use their clipart more than once **without paying a royalty** with each use. In most cases, subscribers may use the images in commercial e-books. As a professional writer, I subscribe to two of these rather-expensive services because of their super-convenient search capabilities and their millions of available images. For those who are interested in going this route, use “clipart subscriptions” as a search topic.

Bottom line, TPT sellers can find perfectly legal clipart for their products with a little prior knowledge and internet surfing time.

Copyright Infringement Concerns

A second common topic that surfaced in the seller’s survey was concern as to whether the content of a work being considered for TPT posting might pose a potential copyright infringement. The key phrase is making such a determination is **original work of authorship**. If you created the content, the formatting, the components, etc., you own the copyright, and it’s yours to sell.

The following elaborations are based on specific questions submitted to TPT:

IDEAS are not copyrightable.

ORIGINAL WORKS based upon preexisting IDEAS are copyrightable.

Walt Disney, Beverly Cleary, E. B. White, and Kate DiCamillo all created and copyrighted original works based on the preexisting **idea** of “anthropomorphic mouse.” Anyone who chooses may write another **original** mouse story, but he/she may not use the characters, plots, fictional events, etc. created by any other author(s) as any part of a new story. To do so is copyright infringement.

TPT products are perfect examples of how copyrightable original works of authorship are all ultimately based upon preexisting ideas. A customer searching for spelling lessons, for example, would find dozens and dozens of products. “Spelling lessons” is an idea. Nobody can claim copyright and essentially block all others from creating materials for teaching spelling. On the contrary, the law says that anyone may produce an **original work of authorship** based upon the idea of “spelling lesson” and claim copyright privileges the instant it is created. Reformatting, rearranging, or “improving” another’s work, however, **is not an original work based on a preexisting idea**. To claim otherwise constitutes a copyright violation!

The DOCTRINE OF FAIR USE does not allow commercial gain.

COMPILING or MODIFYING the work of others is NOT an example of an ORIGINAL WORK.

As teachers, we continuously purchase copyrighted materials (with our own money!) and make copies for classroom use. Reproducing such materials for the purpose of teaching is specifically allowed by the doctrine of “fair use” (Section 107) However, cutting, pasting, or keying in such materials as part of a work intended for sale does NOT qualify as “fair use.”

Many of us gather and modify free materials and ideas from the internet. When considering these materials as TPT products, it's wise to take a second look at its content. Remember that "free" does not necessarily mean "copyright free " and that "modifying" existing material does not produce an original work. However, using an interesting **idea** from the internet (grocery store math, for example) to create your own unique lesson is a different story. Now we are back to the basic idea—If you create an **original work of authorship**, you own it, and you can sell it.

TEACHERS own their work!

Some school systems have been able to block educators from selling self-created teaching materials by citing the "work for hire" portion of the copyright law (section 101). In other similar clashes, teachers have successfully gained full acknowledgement of their rights of ownership. Such conflict can be an intimidating prospect for teachers who are thinking of posting products on TPT.

Elizabeth Townsend-Gard, associate professor and co-director of the Center for Intellectual Property Law and Culture at Tulane Law School in New Orleans and legal advisor for TeacherPayTeachers, points out that "work for hire" has always allowed an exception for teachers. Though educators have traditionally owned the rights to their own curriculum, nobody cared because they weren't making money. The internet revolution and its opportunities for profit have created controversy from a long-standing nonissue. Both Ms. Gard and Paul Edelman believe the teacher exception will eventually be tested in court, but it will end in the teacher's favor.

In the meantime, Ms. Gard states that "**all work created by teachers**—and others—is automatically copyrighted from the moment it is created, lasting for the life of the person who created it, plus 70 years."

Green Light!

Invest some time identifying a few good sources of legal clipart. Commit your original teaching strategies, experiences, and insights to copyrightable form. Share a free item or two with your TPT colleagues. Go ahead and post your products for sale. Let the detractors argue among themselves. You will be too busy earning extra income to notice!



Margaret Whisnant
TpT Seller

Newsletter Addendum

Trademark Awareness **(Jeopardy®, Family Feud®, Scholastic®, et al)**

April 2010

In addition to **copyright** laws, TPT sellers must also be aware of **trademark** regulations. Unlike copyrights, which determine rights to copy, sell, or distribute original works of authorship, **trademarks** legally **distinguish one company's product from another**. A trademark can be a name, a letter, a word, a symbol, a figure, or a mark. As is the case with a copyright, the law grants **exclusive use of a trademark to its owner**.

For those who love trivia, the symbol ®, also known as a Racol (Registered and Authorized Company Logo), indicates a name, mark, etc. that has been officially registered, usually with the Patent and Trademark Office. The letters ™ signify an unregistered trademark used to promote goods (as opposed to services). Like copyrights, trademarks do not have to be registered to be legal, but official registration offers a much broader spectrum of legal protection than do unregistered, common law claims.

An example of a popular, registered trademark is Nike's swoosh logo. If another company tried to befuddle the buying public with a slightly altered version, then Nike would have grounds for a lawsuit. Coca-Cola not only owns exclusive rights to its name, it also trademarks the familiar wave that flows under it. Athletic gear and soft-drink companies, of course, are not the only enterprises with officially registered trademark claims. Television game shows and publishing companies are also included in this group.

Yep! **Jeopardy®** and **Family Feud®** are trademarked! Jeopardy Productions has owned the *Jeopardy* trademark since April 21, 1987. Pearson Television Operations BV officially claimed *Family Feud* on December 1, 1988. Both are classified as "Educational and Entertainment Services"—pretty much what teachers do! It's perfectly logical that we would see the value of combining entertainment and education and come up with classroom activities based on the "game show" idea. We break no laws in doing so. However, using the name **Jeopardy®** or **Family Feud®** as part of our products is a **trademark infringement**.

Names of publishing companies, such as Harcourt® or Scholastic® are also trademarked. (Their category, by the way, is "Paper Goods and Printed Material." We do that, too!) Many TPT sellers have written and posted **original supplementary material for published textbooks**. It makes sense to identify the textbook publisher in the title and/or product description, but any mention of a trademarked name--"Supplemental Activities for Harcourt® Trophies Book 3," for example—requires a Racol!

Don't panic if you have posted a trademarked name in a product title or have listed items for teaching specific textbook materials without proper trademark acknowledgement. Anyone in this position, however, will need to **add the trademark symbol** to the names of publishing companies and **replace the Jeopardy® and Family Feud® titles with new names** as soon as possible!

Since TPT product entry dialogue boxes do not allow the inclusion of symbols, you will need to compose your **®-addition updates** on a word document and then cut-and-paste the new material to the TPT form. I have tested this method, and it works. The trademark symbol does not fall apart and re-emerge as gobbledy-gook on the product page, thank goodness!

A teacher/author's day is already ultra busy, and it will take some schedule shuffling to open posted products and make changes. Creating new names for the game-show products will require even more effort. With that in mind, I am offering some ideas for new product names.

For renaming **Family Feud®**-based games, how about *Classroom Feud*, *Classroom Clash*, *Battling Answers*, or *Squabbles*? In the product description, you could state that the activity is based on the popular game-show concept. If you use the exact show name, be sure to include the registered trademark symbol ®. For changing the titles of **Jeopardy®**-type items, think "trivia," "knowledge," or "thinking." Maybe *Trivia Marathon*, *Brain Games*, *Knowledge Knockout*, or dare I suggest it—*Cogitation*?

A visit to dictionary.com's thesaurus tab can open up many more possible terms for the renaming process. Another good word-collector's resource, if you haven't already found it, is rhymezone.com

Here is our opportunity to create exclusive titles for our very unique "Educational and Entertainment Services." Imagine how yours would sound if Alex Trebek pronounced it. Steve Harvey is slated to take over as the host of Family Feud® in September 2010. Imagine the unusual names he would come up with.

Fortunately, Mr. Trebek and Mr. Harvey are not trademarked!



Margaret Whisnant
TpT Seller

Part Two

Creating a Great Lesson Plan

Connecting with Your Customers

Product Integrity

March 2010

Leonardo da Vinci worked on the Mona Lisa for four years and then put his budding masterpiece aside. Thank goodness he finally completed it fifteen years later. Had Leonardo not followed through and brought her enigmatic smile to fruition, the Mona Lisa would bear a striking resemblance to Ma Barker.

Go ahead. Google “Ma Barker photo.” I’ll wait.

Sarah Winchester’s spirited construction spree ended in 1922 with a 160 room, multi-million dollar mansion located in San Jose, California. Even with a map and a “You are here” starting point, its disorganized design renders it unsuitable for habitation by the living.

In 1972 Carly Simon composed and recorded “*You’re So Vain.*” She purposely withheld the name(s) of the person(s) whose vanity was worthy of a musical composition. Then, she sold the answer key to the highest bidder at a charity auction but continued to toy with us by dropping single-letter clues. And now, after almost forty years when we don’t care, she gives us the answer. Carly!

And so, history records how inspired people have sometimes struggled and erred with their creations. Predictably, the talented teachers who write for TpT will also encounter creative speed bumps. Our customers, however, expect to download high quality materials every time they click the Add-to-Cart button. It is our challenge to meet, even surpass, their standards.

Think PRODUCT INTEGRITY—materials that are in *a state of being whole, entire, or undiminished*—products that are *accurately presented* and characterized by *convenience*.

No, we cannot provide “EVERYTHING you need to teach (insert topic).” This phrase is still floating around in some TpT product descriptions, but the terminology is definitely flawed. There are no all-encompassing, one-size-fits-all teaching materials for any topic. The notion is an illusion, an impossibility.

The good news is that our colleagues aren’t asking for the impossible. They want realistic, classroom-ready, teaching resources with EVERYTHING THEY NEED TO USE THEM. They want our assurance that what they download is exactly what they expected. They give us specific instructions as to how this should be done in their ratings and feedback. Make a fact-gathering survey of their compliments and complaints, and voilà! Instant PRODUCT INTEGRITY GUIDELINES!

The following requirements rank high on the must-have list:

COMPLETENESS AND CLARITY:

- Our paying customers are irritated when they download *lesson larvae*—materials with so little scope or substance they are disgusting.
- Copy and paste items from the internet do not qualify as original lesson plans.

- No customer should be required to make a second purchase in order to gain full use of an initial purchase.
- *Accurate categorization* when posting products is extremely important. Tagging a PowerPoint presentation as “lesson plans,” a syllabus as a “teacher manual,” or a unit plan as a “whole course” are examples of inaccuracies that raise expectations and then exasperate our customers.
- List your postings with appropriate grade-level classifications. Obviously, what is usable in third grade probably won’t be of interest to high-school students. All-encompassing 3rd through 12th grade claims are definitely suspect!
- Clarity and accuracy in product postings are the first steps toward earning a group of loyal, returning customers. Indifference here will inevitably lead to disappointed customers and scathing feedback.
- Buyers continue to complain about discrepancies between product descriptions and the products themselves. Our customers should always get as much as they expected, or even more. Let’s keep working on this!
- Create a *Completeness/Clarity Checklist* and then require maximum scores for each of your items.
- Think about the Mona Lisa’s fate had Leonardo not been inclined to completeness. No misidentifications or lesson larvae allowed on TpT!

ORGANIZATION:

- Time spent *organizing/ordering* product pages into a logical sequence is a wise investment. Our customers should never have to regroup anything they purchase!
- Including *instructions for use* is always a good idea whether posting single or multi-page word documents, PowerPoint presentations, or Smartboard activities.
- A *table of contents* and *numbered pages* are thoughtful additions to large documents, especially those with varied components.
- A *colorful product cover page* is a plus for both you and your buyers. Study the Teacher-Created-Items at the top of the home page for a few minutes. The thumbnails with color definitely stand out. This little nicety draws crowds!
- Think about the Winchester Mystery House sitting on South Winchester Boulevard, a façade, a scrambled version of what a home should be. Make it a priority to give your items clear organization, obvious convenience. and those extra-mile niceties that keep customers coming back.

ANSWER KEYS

- The absence of answer keys is one of the MAIN TpT customer COMPLAINTS!
- Keys are MANDATORY with objective-type or factual short-answer quizzes.
- When offering items that have several possible correct answers, include at least one POSSIBLE RESPONSE for each question.
- If a product is composed of opinion or open-ended items, provide a grading check list or rubric.
- To expect or suggest that a customer invest personal time searching for answers to questions WE have written and offered for sale discredits our goal of product integrity and convenience.

REVISING:

- Without a doubt, *misspelled words* run neck-and-neck with *no answer keys* as the number one TpT customer complaint. Keep correcting and reposting!
- We would all benefit by occasionally revisiting and critiquing our postings, especially our earliest ones and those with not-so-glowing customer feedback. *Revision* can work wonders!
- Think about a famous lady from Georgia. No, not Paula Deen.

When she handed her manuscript to the Macmillan editor in 1935, Margaret Mitchell had been working on it for almost ten years. She had written the last chapter first. The others, composed in haphazard order, were stuffed in manila envelopes. At the editor's suggestion, she revised her work, organizing the chapters, writing new material, and settling on *Gone With the Wind* as the title. She also changed the main character's name to Scarlett—Katie Scarlett O'Hara Hamilton Kennedy Butler. Her heroine's original name?

PANSY!

Let's think about that tomorrow.

A handwritten signature in cursive script that reads "Margaret".

Margaret Whisnant
TpT Seller

Proofreading and Editing

February 2010

No grade level or subject matter is excluded. We all know the drill. Distribute a stack of THEIR work for correction, and your students will begrudgingly stare at their papers, trance-like, for a minute or two. Game over!

Hand the same group of kids a paper of YOUR creation with ONE ERROR, and what happens? Within thirty seconds at least half of them have located and loudly reported your faux pas—some of them doing so twice as a courtesy in case you didn't hear the first time. Within minutes, the more serious scholars will have lined up at your desk, paper in tow, for a private consultation concerning your blunder.

Your students have transmogrified into indignant, error-ferreting experts!

Now think about replacing your student critics with throngs of adults cruising TeachersPayTeachers. A particular product draws their attention. And so does the product description with its typo, misspelling, repetitive wording, omitted word, sentence fragment(s), etc. If the description is mistake-laden, then the product itself is surely flawed. Next!

Customer dissatisfaction with errors and poor writing in the products they purchase is registered for all to see behind each TpT seller's *Ratings and Feedback* tab. Our customers (including several of mine) have identified misspelled words (typos) as a common problem. Making sense of the material or having to reorganize it is another recurring complaint. *Accuracy* is one of the lowest rated product characteristics. A neglected product description is bad policy, but an actual product offered for sale without careful proofreading and editing can be extremely costly. As paying customers, our cyberspace critics have a right to give honest appraisals of our work, and they often exercise that right with low ratings and scathing words, some of which they misspell. This time we get to laugh, but we also lose a little credibility in the ratings game.

We are teachers! Correcting papers is our forte. How does this happen?

Well, I DO have a theory. Teachers are creative. Teachers who also write can go to the front of the line. *Productive, inspired, and prolific* are all synonyms for *creative*. *Retrospective, lethargic, and flawless* are not. We rush ahead, writing exuberantly to keep pace with our ideas and our imaginations. We work for hours on end, pleased with our efforts. We fall in love with our writing.

And so, like our students but for different reasons, the majority of us slip into the Twilight Zone when we attempt to proof and edit our own work. We see what *should be* there, not what is actually on the page. We read what we *meant to say*, and ignore what we actually wrote. We *understand* the encrypted messages in our tangled sentences. Love is blind. Our customers are not.

What we need is an open-eyed proofreading/editing plan—a few ideas for catching up with ourselves while we are rushing ahead.

Why not start with these?

- Allow your work (including product description) to go cold for a while, and then give it a critical reading.
- FIRE YOURSELF as the SOLE proofreader/editor of your writing.
- Get a grip and admit that a computer spellchecker is neither a proofreader nor an editor.
- Enlist the skills and opinions of someone you can depend upon to give your work a CAREFUL READING and to CHALLENGE any unclear writing.
- Realize that if your proofreader/editor has difficulty understanding something you have written, then MANY OTHER PEOPLE will have the same problem.
- Lift your bottom lip off the ground and REWRITE any part of your work with questionable clarity.
- Seek out a second trusted party, if at all possible, to give your proofed/edited project another scouring.
- Offer payment or a system of barter to your assistant(s), especially if you are in the habit of producing large volumes of work. (Pay a proofreader once; sell a product many times.)
- Acknowledge that even the best proofreading/editing is not foolproof. At this very moment, most of us probably have in our possession at least one textbook or novel with a brightly highlighted error on one of its pages. Even the seasoned professionals goof! The extreme number of pages posted to TpT increases the likelihood that we will also miss and post a few errors.
- Accept the fact that proofreading/editing is a WORK IN PROGRESS. If a buying customer spots a problem in your work and reports it to your *Ratings and Feedback* along with a diminished rating, say THANK YOU, correct the error, and repost the product. You and your future customers have been spared a repeat performance.
- Add a compulsory proofreading/editing plan to your writing routine.

Contributing products that are as error-free and well-written as possible is an important part of our jobs as TpT sellers. We owe it to every shopper who logs on to the site. We owe it to our transmogrified, indignant, error-ferreting student experts who expect us to practice what we preach.

We owe it to ourselves.



Margaret Whisnant
TpT Seller

Quality with the Wow Factor

May 2011

“Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives.” William A. Foster

Previous newsletters have addressed techniques for getting individual products noticed, but the content waiting in the files behind the colorful cover pages, the thumbnails, and the descriptions is the ultimate make-it or break-it point. What our customers find in each download is directly related to our attention to quality.

Rachel Lynette, a long-standing TpT top seller, recently began a forum discussion chain on this very topic (see Curriculum Development—Quality, Quality, Quality). She set a standard by writing that our products should be “not only useful, but well executed.” Absolutely! And this applies to both free and for-sale items. Many TpT Teacher/Authors are already on board, but we should approach this requirement as a group with **consistency of product quality** as a common goal. There is a process involved. It isn’t easy, but it is 100% doable.

Think of the products in your TpT store as you read through the following guidelines for complying with Rachel’s “useful and well executed” principle.

1. Substance—Make It Worthwhile

In a classic 1984 TV commercial, three gray-haired ladies saunter up to a fast food counter, inspect an impressive hamburger bun, and find a puny hamburger inside. The really feisty one growls, “Where’s the beef?” Imagine a TpT shopper finding a promising product description that leads to a download of a single page with lines drawn from top to bottom, no script, and a row of clipart sitting atop the first line. Where’s the lesson? Where’s the plan? The fact that it might be free makes no difference. With such anemic content, why bother?

We have more than just a few of this type of product on our site, but the single page is not the real problem. One-page items can have value. The point is to give buyers enough substance to make a **measurable impact** in their classrooms and/or in their prep time. In some cases, the solution might be as simple as bundling several items into a more substantial product. In others, adding more “plan” to the lesson makes the difference.

2. The Plan—the Whole Enchilada

Quality items always come with **instructions**, even a single page product. Whether presented as a separate teacher’s section or written into student worksheets, this component insures that customers know the purpose of our lessons and how to use them. Enlisting the product description window as a substitute is a poor technique. Teachers should be able to walk away from the computer without leaving any portion of their purchases behind.

When you get a great idea (aka “lesson larvae”), turn it into a **fully fledged lesson plan** before you offer it for sale. If a student worksheet is required, your customer

should have it. If your lesson includes specialized vocabulary, add a word list with definitions. If you write great questions, write great answer keys. For those times when the process gets tough, remember that teachers can find “lesson larvae” all over the place. We, however, are in a unique position to understand the value of a complete, classroom-ready plan. This insight is undoubtedly one of the primary reasons our work has become more and more in demand. It makes us different from all the others. We absolutely must not cut corners on this point!

You can help your customers avoid confusion and spare yourself the very real possibility of negative feedback by tagging your products with the **appropriate grade level(s)** and keeping the spans logical. A lesson labeled K-12 is suspect from the beginning. Granted, some “ideas” apply across the board, but then we are back to the “lesson larvae” roadblock and an under-developed product lacking in substance.

3. The Look—the Eye of the Beholder

In creating materials for others and not solely for our own purposes, we have to be aware of **page layouts** that are **grade-level appropriate**, neither too squeezed together nor too spread out, with the right balance of white space and script, answer space, and appropriate clip art. It’s also a good idea to be mindful of fonts, especially those that can be difficult to read. Stick to plain, block letters in the lesson’s text and reserve the fancy flourishes for headings and titles. Well executed lessons are, without question, eye-appealing and effortlessly readable.

The temptation to attach a **beginning page** (or pages) **of advertising** onto your product is understandable, but fight it! Leave the glowing reviews and invitations to check out your other products, your store, blog, etc. for the **last page**. No TpT download should open to an irritating infomercial.

4. The Final Touch—Edit , Proofread, Edit, Proofread, Edit. . .

The need for extensive editing and proofreading is obvious. Poor grammar, unclear sentence structure, typos, etc. can render even the most innovative lesson plan unusable. A good rule of thumb is to ask/pay at least two people to scour your product before adding it to the site. You and your spell checker are not the best editing and proofreading team on the planet.

5. The Wow Factor—What is it?

Another forum contributor recently described TpT’s best selling products as having the **Wow Factor**, and they do! The really good news is that this characteristic is not so mysterious and unique that it has no definition, predecessors, or peers. Quite the contrary! A Teacher/Author can create it time after time by thoughtfully combining substance, a plan, a look, and correctness. It’s in every product that makes a customer say, “Wow! This is exactly what I was looking for.”

It’s also around when you find a sale notification in your e-mail. And another. And another. Wow!



Margaret Whisnant

Going Pro

with Presentation and Content

December 2010

The way I see it, *teacher* is a collective noun. Each of us is a *scholar* with back-up expertise in *psychology, diplomacy, law enforcement*, and the latest *technology*. We are adept *planners* and *organizers*. Our salaries belittle the fine-tuned *theatrical skills* we employ in delivering award-winning classroom performances every day from scripts that we *author*. We are a host of professions gathered into one word.

And now, thanks to TpT, we have the opportunity to share our collective artistry with thousands of colleagues and to be recognized and compensated for our efforts!

As we delve into this new realm, however, it's important to understand that lifting a lesson plan from a classroom setting and offering it for **world-wide purchase** raises the bar. Our products, from a one page item to a year-long program, must meet the strictest standards required of all professional *publishers*, for indeed, that is what we are. Our new opportunity has added another layer to the concept of *teacher*.

We definitely have some steep learning curves ahead of us as publishers, but we can meet the challenge. All we need do is focus on two concepts we already understand--**PRESENTATION** and **CONTENT**.

PRESENTATION

"May I have your attention, please?"

Like our students, potential TpT customers tend to mill around, stopping to look only when they spot something interesting. We certainly know how to take advantage of this basal behavior in the classroom. We can duplicate that skill in cyberspace with a **color-saturated, informative cover page**—the internet equivalent of “May I have your attention, please?” and/or a head-turning visual drum roll.

Need vivid proof that a cover page is a necessity? Compare the “Featured Publisher-Created Items” and the “Featured Teacher-Created Items” on TpT’s homepage. The seasoned professionals are making it perfectly clear. Our products are **starving for eye candy!** We hold top position on the page--the first-glance spot--but we aren’t consistently giving shoppers reason to **stop, look, and click** to our product pages. Too many of us are choosing to skip this vitally important presentation tool and essentially condemning our work to a cyber dungeon where the door is seldom opened.

Hands down, multiple visuals do the job better than only one. Clever cover pages definitely entice shoppers to product pages, but like our students, getting their attention does not guarantee keeping it. Our items need **thumbnails** and **preview pages** to provide another level of interest. Furthermore, it should be noted that TpT submits these images to Google, where they can drive traffic straight to the site and our individual products.

Our presentation approach needs improvement as soon as possible. Of course, this means we get to add *graphic designer* to our list of inherent professions!

CONTENT

“Do we have to show all our work?”

You bet!

Preparing a lesson intended for sale requires the same type of careful construction we use for our own classrooms with one important modification. Since we will not be there to explain in person, we must make our work **self-explanatory**. Our customers need a clear and precise plan with all necessary materials and instructions. In short, we must supply **everything required to teach our lessons**.

Rather than focusing on single worksheets and/or other individual items, think “package.” We are all familiar with the booklet format that is the norm with traditional publishers. Electronic lesson plans should be constructed within similar parameters. Even a one-page item takes on a professional luster with a *cover page* and *full instructions*. For multi-page items, our buying customers should **consistently find**

- a *cover page* that announces and identifies the product.
- a *table of contents*, when appropriate, to give the purchaser an overview of the product components.
- a statement of *purpose*, separate and formal or written into individual activities.
- a *supply list* if specific items are required.
- **full instructions**. The information you hold in your head and present orally in a classroom setting *must be scripted* when you prepare your lesson for purchase. Worksheets are not automatically self-explanatory. Devoid of instructions, they can be downright confusing. Every page involving student responses requires written directions!

Note: The *product-description spot* is **not** the place to post *product directions*. They belong *in the product* on the appropriate page(s).

- **all worksheets**. Everything that you have at your fingertips in your classroom is a required ingredient in your package.
- **answer keys**, especially when a handout involves specific answers. In other cases, a set of *possible responses* is a thoughtful addition.
- a list of useful internet or reference resources, if appropriate.

Let’s go ahead and annex *editor* onto our conglomerated job description.

THE MERITS OF GOING PRO

“Are you taking grades?”

Oh my goodness, yes! Our customers grade us monetarily with every sale. Some of them also award letter grades with comments, which they post for all to see. Going pro in composing and presenting our products certainly increases our chances of making TpT’s honor roll.

TpT Honor Roll Teacher/Author! So what if it doesn’t qualify as a profession? We’ll take the job! Could we get that on a refrigerator magnet?



Summer Fun TpT Style

(July 2010)

Before the last dismissal bells rang, exhausted educators everywhere had already formulated their summer sanity reconstruction itineraries. Some added “find a summer job” to their list. Having enough cash on hand to maneuver through the June to August unemployment interval is certainly therapeutic.

Here’s some good news for both the job-seekers and the happily unemployed. If you are among the thousands of teacher/authors with posted items on TpT, you already have a summer job! Whether you are scanning the inside of your eyelids for leaks from a prone position on the couch or screaming primordial verbiage while plunging down a roller coaster, your TpT store is open for business. You get summer fun with income, twenty-four seven! It’s enough to make the Xanax people anxious. Maybe they should be. For quite a few of us, creating new TpT materials during our hiatus qualifies as FUN!

Check out the chatter on the Seller’s Forum under “Curriculum Development: What’s Hot for Summer,” and you’ll see that a vanguard group of enthusiastic teacher/authors is already poised for action. Consider this newsletter your personal invitation to jump in and splash around some cool ideas of your own.

Anticipating the gathering of a summer writing crew, I conducted a scientific survey (penciled tally marks) of the site’s Best Sellers lists in search of hot trends and ideas for our new sizzlers. Here are a few of the most popular categories according to my findings:

Student Organization/Reference Tools

Good examples of this type of products are the *Math Mini Office* (featured in 10 Free Downloads Vol. 15), *Other Ways of Saying* (Vol.15) and the *Scientific Method Mini Book* (Vol.16). Any item that can help students get organized or offer a quick reference for accomplishing a task is a winner. Get your best technique(s) into written form and published ASAP. You have customers waiting.

Classroom Origination/Management Resources

This category can be a lot more interesting than one might imagine. Who would have thought that a mundane task like checking attendance could be turned into an interesting event? One of our Florida teacher/authors has done just that with her “85 Attendance Questions” and “108 Attendance Questions.” You can find both these items on the Best Sellers list. Sandwiched in between is “30 Inspirational Quote Signs for Your Classroom,” from an Ohio seller.

Whatever your expertise--room décor, bulletin board ideas (seasonal, interactive, subject oriented), letters to parents, daily routines, classroom job assignments —your colleagues will appreciate your willingness to share, whether it’s for purchase or for free. Classroom survival kits are universal must-haves!

Seasonal/Special Occasion Activities

This is a hot topic any time of the year. Back-to-School and End-of-Year, of course, bring on huge waves of interest. TpT's quarter of a million shoppers will soon be looking for a collection of fun, get-acquainted items for August/September. Let's do our best to accommodate.

If you have not yet discovered www.brownielocks.com, by all means go there immediately. This site is an artesian well of reference materials for seasonal and month-by-month events. Better still, everything is free! There are also interactive trivia questions for your students.

www.famousbirthdays.com is another keeper internet site for teachers. The birthdates of hundreds of famous people—historical and contemporary—are listed here. OK, social studies, science, and gifted ed people, let's see what you can do with this information. A daily biography bulletin board maybe? Scientist of the week? Independent studies that include reports about famous scientists/musicians/athletes born on student birthdays? The possibilities are many. Go for it!

While you're at it, add www.history.com and www.libraryspot.com to your list of favorites.

Substitute Lesson Plans

Seeing this topic among the best sellers was initially surprising. But then, with some thought, it makes perfect sense.

One of the anomalies distinguishing education from other professions is the REQUIREMENT that a substitute be provided in a teacher's absence. Not necessary for doctors, lawyers, rocket scientists, actors, policemen, congressmen, etc. Compulsory for teachers. Go figure!

And so, along with daily lesson plans, we must also keep a folder or two in our desks for those days when we can't get out of bed, much less out the door. Putting these contingency plans together is a challenge in itself. Materials for substitutes have never been mainstream topics with traditional publishing companies, rendering them essentially unavailable commercially.

Not anymore. TpT is changing this set-up. The few teacher/authors already offering substitute lesson plans are profiting from their insight. What if all of TpT's active writers created and posted one (or more) substitute lesson plan(s) for their grade levels or subjects? Better than Häagen Dazs® Chocolate Chocolate Chip, that's what.

I'm giving this category a star with a bullet. TpT could easily become the PREMIER commercial resource for assembling ready-to-go substitute files! Let's get going!

Free

I know. I know! An item cannot be a *best seller* and also *free*. However, one of the quickest, smartest strategies for getting your material noticed and then watching it climb onto one of the best-sellers lists is to create a TOP-QUALITY FREE ITEM or a whole series of them. TpT's freebie-seekers download hundreds of these files every day. If you have not yet submitted an item for the monthly "10 Free Downloads" newsletter, summer break is an excellent time to get your signature product(s) ready.

Educational Games

Not surprisingly, lessons woven into a game format are at the top of TpT's hot-items list. Every classroom, in my opinion, should have a huge collection of these covert learning tools. The more of this genre we write and post, the better.

I'll add a reminder here that names of TV game shows such as Jeopardy®, Family Feud®, and Concentration® cannot legally be used in the titles or in the texts of educational games based on their formats. Should a company spot TpT products bearing its trademarked name, it can rightfully demand that all the items be removed from the site. Why take the chance when a little creative name-changing is the only requirement?

What We Do Best

What works for us in our classrooms is TpT's number-one, on-demand, best-selling topic. Tried and true lessons are the heart and soul of TpT. Our best plan is to keep writing, gaining experience, learning, and improving our skills with each new posting.

According to their bio sketches, many authors attach themselves to notebooks for catching ideas that pop into their heads without warning. Why not get yourself a summer memo pad (or electronic device) and keep it handy? Inspiration could strike right in the middle of flipping a steak. Don't let grill splatter extinguish a brilliant idea. Be prepared.

Have a long, restful, productive summer!

A handwritten signature in cursive script that reads "Margaret".

Margaret Whisnant, TpT Seller

Thinking Ahead. . .

November 2010

“If you don’t know where you are going, you might wind up someplace else.”

Yogi Berra

Teachers know about living in the moment—how to orchestrate the classroom activity at hand, adapt quickly, and lead students to the next harmonious place. We also get the connection between preparedness and successful moments. Indeed, one might argue that a propensity to plan ahead intelligently for both the predictable and the unexpected is at the very heart of good teaching.

This particular skill easily applies to our work as Teacher/Authors. Logically, our strongest emphasis is on creating materials that meet current educational requirements. However, now is a great time to begin thinking five or ten years into the future and how we might adapt our work so that it will blend seamlessly into many new possibilities.

Just what these possibilities will entail remains to be seen, but we do have some clues as to where things are headed on several different fronts, beginning with the Common Core Standards Initiative.

- **Common Core State Standards Initiative**

Like it or not, standards-based teaching and testing will be around for a long time. Our struggles with this issue go back to the Elementary and Secondary Education Act of 1965 (ESEA), which provided federal funds for primary and secondary education and hooked required yearly standard achievement tests onto the deal. ESEA *explicitly forbade the establishment of a national curriculum*, but the subsequent infusion of “accountability” quickly brought state-by-state educational standards into the picture. ESEA has been reauthorized every five years since 1965. The current incarnation is the No Child Left Behind Act of 2001. Congress is still arguing its merits, shortcomings, and continuance.

In the meantime, enter the Race to The Top (July 2009), a separate \$4.35 billion program from the U.S. Department of Education. Part of its funding criteria contradicts ESEA by *requiring the adoption of Common Core State Standards*, creating another emotionally-charged subject for educators.

For those TpT Teacher/Authors whose expertise is writing standards-based materials, however, the adoption of Common Core Standards could prove to be a huge plus! No longer confined to a single state, the customer pool for standards-based materials could explode from a few thousand to hundreds of thousands!

No problem!

- **Technology in Education**

Start with textbooks, film-strip projectors, and record players and fast-forward to the World Wide Web, student laptops, social networking, Smart Boards, et al. The last ten years or so have been a blur of new knowledge and its accompanying gadgets. Before we can comprehend the workings of the latest innovation, an improved apparatus takes its place and loops into the classroom.

One of the big questions now is whether technology will control education or whether educators will control technology. As TpT Author/Teachers we can certainly help tip the scales! Many of us are already producing products for use with the latest technology. Top seller lists prove that teachers are hungry for these items. Obviously, becoming more technologically savvy and looking for ways to make our materials more adaptable to the increasingly digitalized classroom would be a smart move!

Got ideas?

- **Charter Schools**

If public education has a metaphorical fork in the road, then the charter school phenomenon jump started its construction in 1991. Filling the niche between private and public education, charter schools are generally publicly funded (except for their facilities) but controlled by a private group with a state charter to run its own school. They receive exemption from many public school regulations in exchange for the promised delivery of specific academic/behavioral results within 3 to 5 years.

Thousands of these schools operate in 40 states, filled to capacity and holding hoards of students on waiting lists. Though promised results are mixed, their numbers will not be dwindling any time soon. Investigating the characteristics of successful charter endeavors can generate options for making our products more useful in these settings.

Here's a starter-kit suggestion. Check out the KIPP Academies. How could your materials fit into their 9½ hour school days, which include two required Saturdays each month? Keep in mind that neither teachers nor students nor parents are complaining.

What's going on?

- **Online Learning**

In addition to slipping into the technological realm, today's physical classrooms are also creating digital clones of themselves. On-line learning (basic, enrichment, remediation, tutorial, etc.) is gaining popularity and legitimacy by the moment. Cyber teachers and tutors will be visiting TpT in increasing numbers to search for materials. With our diversified expertise and experience, they should find exactly what they want and be inspired to come back for future visits.

Think interactive!

- **New Teachers**

Remember standing in front of that first group of students who were totally your responsibility? So many things to learn. Classroom management. Sit. Stay. What to do? Schedules. Lesson plans. Teach. Test. What am I doing? Come back here! Check two things off your list. Three more appear.

But you made it!

You didn't do it on your own. There was the special colleague next door who shared and encouraged and the fellow educators you met in workshops or online. There were many others. It was a group effort.

By the end of the next decade, two million new teachers—that's a six-zero group—will have entered U.S. classrooms. Who knows how many zeros will round out the worldwide number? Regardless, their first experiences in the classroom will bear great similarity to our own. Fortunately, in addition to the supportive teacher next door, they will also have access to TpT's thousands of accomplished Teacher/Authors and hundreds of thousands of their ideas and products. Group support at its best!

Think back. Create the future by writing something to help a new teacher enjoy the moment.

"It's like deja vu all over again."

Yogi Berra

Enough said.



Margaret Whisnant
TpT Seller

Part Three

Packaging and Presenting Your Products

Customer Assistance, Please

(Writing Good Product Titles and Product Descriptions)

January 2010

TeachersPayTeachers sellers have many common goals. A desire to share our work and our skills with fellow educators easily makes the top five. The opportunity to convert our generosity into income (our TpT sign-up bonus!) is equally compelling. Finding a way to succeed on both counts can be overwhelming.

TpT is a huge site with thousands of merchants, tens of thousands of products, and hundreds of thousands of shoppers. Sellers experiencing poor sales might first blame the numbers and then question the quality of their work, when in fact, neither is the culprit. Even superior materials will languish on the site IF SHOPPERS CAN'T FIND THEM!

When I discovered TpT in November of 2008, I already had some experience writing teaching materials and working with a small group of customers, but posting that first TpT file was like pulling my toes from a kiddie wading pool and diving into the Pacific. Like all newbies to the site, I braced myself for the possibility that my work would float away in the flotsam and jetsam of cyberspace. But now, after a year's ride on the TpT learning curve, my teaching materials and I are still very much afloat!

Yes, TpT is a different kind of store. It has no peers or predecessors, but my experience on the site has taught me that the standard rules of good merchant-customer relations still apply. Providing excellent customer assistance is one of the most important.

Before a teacher in another state or another country can walk into a classroom armed and prepared with your teaching material, there must be a sale. Even before that, you must ASSIST YOUR POTENTIAL CUSTOMERS BY HELPING THEM FIND YOUR PRODUCTS!

Walk into any grocery store (even that big chain store) and you will see signs hanging above counters, steering customers to different merchandise categories—frozen foods, canned soup, cosmetics, etc. Your PRODUCT TITLE serves the same purpose. Writing this line is pretty much intuitive, but the more precise, the better. It would be a good idea, especially for new sellers, to take a look at the two lists of top keywords used by TpT shoppers posted behind the “Read Notes from TpT” bar on your dashboards. Do an occasional critique of your product titles from the customer's point of view. Does it open a clear path to the “aisle” where your product is shelved? When your title is really on target, your potential customers can zoom from a Google search straight to your listing. That's Honors Class product title writing!

With a good title in tow, everything now hinges upon how well you write the PRODUCT DESCRIPTION and upon your ability to resist the urge to ADVERTISE!

We are so saturated with cute geckos selling auto insurance, planets hawking breakfast biscuits, senior citizens poised for action in back-yard bathtub seating, etc., it would seem that advertising is the logical way to go. Nope! Not if you want to sell a product on TpT! I caved in to the advertising siren and found it to be a really bad idea

for a number of reasons. TpT shoppers come to the site because they already know what they want. They need help finding it, not hype.

Imagine being in a grocery store frozen food section looking for pepperoni pizza. The boxes behind the glass doors are labeled AWESOME PIZZA, EXCITING PIZZA, WONDERFUL PIZZA, PIZZA WITH EVERYTHING YOU NEED, HOURS-IN-THE-MAKING PIZZA. . . You don't want "awesome" or "exciting" or "wonderful" pizza. You want pepperoni. One box of pizza can't possibly contain everything you need. You don't care how long it took to prepare a pizza. What's with the braggadocio? Where is the pepperoni pizza?

Advertising is for TV. For TpT, it's to-the-point, fact-based product descriptions! Potential customers must be able to determine the exact nature and scope of your product by reading the label you put on it. Otherwise your good work doesn't get considered, much less purchased.

Predictably, all product descriptions are not created equal. Prove it to yourself by going to the TpT home page and opening one of the featured products. Study its description. Do you get a clear picture of what is behind Door Number One, or do you suspect a zonk? Do this several times, maybe even on different days. Then, choose a few names from the top-sellers list, especially those offering products in your category, and study their product descriptions. Every fact-gathering click will bring the desired characteristics into sharper focus.

The TpT site provides two of the most important components of selling—the store and the customers. The rest is up to us. We are the suppliers and the PERSONAL CUSTOMER SERVICE REPS for our individual products! Each of us can help every customer navigate the store, leading the right ones to our own products where they sit under a spotlight.

Without a doubt, thousands of top-quality TpT products sit trapped and hidden behind poorly written titles and descriptions—a distressing situation for buyers and sellers alike. By taking a thoughtful, second look at our writing skills we—all 9,000 plus of us— can make a huge difference in sales, both as individuals and as a team.

So what are you waiting for? There are customers in the store!



Margaret Whisnant
TpT Seller

Connecting with Your
Perpetual-Motion Customers
through

Thumbnails and Preview Pages

(June 2010)

What do *quick as a wink*, *a quick look*, *a quick study*, and *quick off the mark* have in common?

Certainly not the fine art of shopping! Right?

In the real world, consumer safaris involve a variety of time-consuming techniques that often leave our common sense lagging behind our physical senses. We squeeze tomatoes, start engines, stand mesmerized in front of big-screen TV's, accept food samples on crackers, follow aromatic trails to restaurants, critique our appearances in dressing room mirrors, read labels, and drool over the many little gems we find along the way. Women, they say, invest more time in shopping than men; but whatever the duration, tasting, listening, sniffing, touching, and viewing are all potential decision makers.

Hoads of people continue to shop according to these standards, but TpT customers are not among them! In cyber stores, traditional rules of consumerism twist into new shapes. With few exceptions, internet shoppers rely exclusively on **visuals** as purchasing guides. **Reading (scanning)**, to be more precise) is consistently required. **Speed** trumps shop-till-you-drop.

Whether we make or miss a sale happens . .

Quick as a wink. . .

Four seconds! That's generally how much time we have to convince cyber shoppers to hang around when they land on one of our product pages. They will linger only long enough to take. . .

A quick look. . .

Let's step out of cyberspace momentarily and imagine a physical-world merchant who stocks what is touted to be shoes, all of them stored in boxes with no identifying logos or printed information. Furthermore, the containers are sealed. There are no options for taking even the slightest peek before handing over the cash.

"Just trust me," the sign says. "Buy these shoes. You'll love them."

A shopper who bumbled in might first look around for a Punk'd filming crew! Enthusiasm could then turn to snarling, snapping, and foaming at the mouth, not to be confused with the aforementioned, pleasure-induced act of drooling. There would definitely be no sale!

Skipping **thumbnails** and **preview pages** in our TpT product presentations is the cyberspace equivalent of the blank-box, no-peeking shoe store. Our clientele rightfully expects us to provide informative, **visual** means for examining merchandise before they buy. Without thumbnails and preview items, they literally and figuratively hit a blank

wall. There is nothing to look at. No information. Why bother? Our allotted four seconds are reduced to three, two. . .

Eye-catching visuals compel shoppers to hang around for an extra second or so—five, six, seven—for a. . .

Quick study . .

Those who spend their time gathering such information say that cyber shoppers typically **look at pictures first**. Without question, then, **product thumbnails are required!** The more color the better.

After looking at pictures, the experts say, internet buyers begin to **read for information**, or more precisely, they engage in **rapid scanning**. For this phase, we can hold a customer-in-motion at bay with compelling scan-ready but detail-rich **preview pages**. Their omission propagates a void that will drive impatient cyber browsers to the next page. (*Review Note:* Sometimes a product description might occupy this position—another obvious reason to reject the infomercial and stick to **factual** representation!)

A kaleidoscope of thumbnails and preview pages assist our potential buyers in their decision-making process, which is. . .

Quick off the mark. . .

And so, within a matter of seconds or perhaps a few minutes, our customers decide. Some buy immediately. Some download preview pages and think it over. Others determine the product unsuitable and click away, but they leave with a good attitude. They found the data they needed to make an informed decision. In all three cases, the door is left open for a return visit.

Our assignment, then, is to be prepared for our. . .

Perpetual-motion customers. . .

Undoubtedly, many of us will be taking advantage of the upcoming stretch of summer unemployment to create new or improved products. Why not budget some time for tweaking or adding visually irresistible thumbnails and preview files into the mix? Clearly, no TpT product should ever appear in public without them!

If technology anxiety stands between you and your thumbnails, the good news is that the TpT system will automatically generate these little dynamos for .doc, .pdf, .xls, .ppt, and.. txt files . If your product is of another type, you may choose the option of creating your own. For those times when attempts to produce thumbnails proves futile, go to the seller's forum and request assistance from a colleague. The thumbnail cavalry is waiting and ready to ride!

If the task of creating preview pages leaves you baffled, here are some pointers:

- For one or two-page documents, write an introductory paragraph explaining the item's use or function. Then add a cut-and-paste sampling of two or three problems, questions, activities. etc. At least one of the selected samples should be from the best-in-show category!
- For larger word document and pdf files, include introductory material, a full table of contents, and one (or more) full sample page(s) or activities that can be

printed and classroom tested. Again, make it a point to offer top-quality items. A colorful cover page is a big plus.

- Power point and Smartboard offerings, of course, require thumbnails and samples as well. These programs have the added advantage of rocking color and visual pizzazz!
- Some of our top sellers have found creative ways to offer viewing access to FULL DOCUMENTS. One posts JPG images of every page. Another constructs pdf files with layered images of product pages. Still another popular TpT merchant creates watermarked pdf files that allow full scanning and reading from the computer screen, but the pages are locked so that they cannot be printed.
- Typically, internet shoppers scan rather than read, but those who have a strong interest in a particular product will stop and make a detailed study. For these people, we should include something worth reading!

More than two hundred fifty thousand potential buyers—that's a **quarter of a million** plus—are signed up and zooming around TpT. They arrive looking for something in particular, ready to buy. Attaching visual catch nets to our products is a must!

We are not yet capable of creating thumbnails and preview pages to rival the mighty force fields of revved-up big-screen TVs (not yet, anyway), but we certainly can design energetic visual invitations to sit a spell and visit with our products. Surely, we will be forgiven if our efforts incite drooling on keyboards. The gems our customers find when they open their purchases will more than make up for the inconvenience!



Margaret Whisnant
TpT Seller

Dealing with Negative Feedback

August 2010

Part One: Oy Vey!

Let's just go ahead and talk about the white elephant in the room—TpT's rating system. With only a description, a few thumbnails, and some samples to guide buyers, feedback is a quality-control necessity. When it's favorable, we're elated. When it's negative, it gets very personal. It bites and burns. It's unnerving. It's difficult to be the receiver rather than the giver of grades. It takes a while to get a grip.

Let me tell you about it.

Just before Thanksgiving 2008, I stumbled across TpT and struck the mother lode! Here was the cyber mall of my dreams where I could sell my Novel Teaching Packs, some more than a hundred pages, as whole units AND as separate, electronically downloadable components. Such an option was out of the question in the world of hard-copy only. I had found an internet Comstock, set up and ready to go.

One premium account later and I was shoveling full files and their separated components into the system. I wrote glowing descriptions infested with superlative adjectives. Just in case a customer found the offspring first and might be more interested in the parent file, I added that the *complete teaching pack* for the novel with its *eight components*, which I listed, was *also available for purchase*—my version of the “*But wait! There's More*” infomercial catch phrase. The small files began selling immediately. I collected a couple of 4.0s. Eeeee-haaaaaa!

Then around day ten, I hit the granite wall of the ratings system—a nose-bleeding 2.0! My irate customer complained that she had downloaded a practically useless file. The higher-level materials and a bunch of other stuff she was supposed to get were not there. She had been cheated, she had wasted her money, and she would never buy from TpT again!

Freeze frame to Wylie Coyote standing in the shadow of the giant boulder plummeting down the cliff. . .

Oh, I definitely took it personally. I flattened into a quagmire of compacted fury! Just WHO did Ms. 2.0 think she was to launch such a vicious attack against ME? I invoked my short-word vocabulary. When the dust cleared, the buyer's comments were still there, still speaking the obvious truth. She had not read my product infomercial. She had scanned it! She thought she was buying the complete teaching pack, when in fact she had purchased one of its components.

Well! How dare she smash ME because SHE didn't read!

Then the cartoon steam roller came down the road. I SCAN, especially on the internet. Furthermore, the confusing cross-reference tacked onto my fact-starved infomercial was a 2.0 blueprint. I had set myself up! To make matters worse, the poisoned product page was getting dozens of hits. Every educator in America and Canada was clicking by to look at my 2.0. Now I was really agitated.

Pity party time.

Thirty years of classroom experience and ten years of writing professionally—down the drain because of ONE hot-tempered, inconsiderate person. My wounded ego wanted me to quit TpT. Fortunately, the voice of reason put a stop to my nonsense. Ms. 2.0 wasn't the least bit interested in ME, or who I am, or MY accomplishments. She was going ballistic because she had spent eight dollars and she had nothing she wanted to show for it. Regrettably, my poorly written product description had set her disappointing experience into motion.

Switch to Plan B: Take care of the customer. Ask for help. Write better product descriptions. Make sure this never happens again.

I contacted Paul (TpT's founder) by e-mail to explain the situation and to request that he issue a customer refund. Within minutes, he informed me that the teacher was pleased to have her money back. Later, Paul graciously removed the bad rating. Whew! Back to digging. This time with the right end of the shovel.

As it turns out, my worst experience with TpT's rating system was one of the most valuable. Ms. 2.0's early intervention spoke with clarity about the importance of focused, fact-based product description, THE lesson I needed to learn. Her honest feedback, along with subsequent cuts and bruises from a few others, taught me how to stop playing the victim and reach some important conclusions, such as . . .

- A bad rating is NOT a personal attack against a teacher/author. It IS an indication of something amiss in a product or in its presentation.
- Negative feedback can transform into positive guidelines. When a poor rating says a product needs specific improvement, make the changes and then notify buyers of its upgraded status. If a product's description is confusing rather than guiding buyers, rewrite for factual clarity.
- At times, a low rating may simply be a difference of opinion, especially when you are confident that your product and its description are top-of-the line. Some people are pickier than others. Let it be.
- Quality products will collect more positive than negative ratings and keep the seller's over-all scores near the top.
- For those times when negative feedback is taking control of your thinking, go to the Seller's Forum for support. Many successful TpT merchants have dealt with bad ratings. The TpT Team gets it! We can help.
- All ratings are not created equal.

Part Two: Ay, Caramba!

About that last bullet . . .

You write: *This is a set of fifty true and false questions.* Your buyer complains: *This is nothing but true and false questions—2.5.*

You write: *This is a one-page activity.* A displeased customer enters: *This is just one page. I was expecting more.—2.0.*

You write: *Keys are on the last page.* You get: *This needs keys—3.0.*

And so forth. . . .

Let me tell you another story.

Early one Sunday morning in the summer of 1954 my brother and I sat in the back seat of the family's Chevy sedan as it hummed along toward the county's only four-lane roadway, known locally as the New Highway. It would be the speediest part of our drive from south of Hickory to west of Asheville where we had a grandmother and a bunch of other relatives waiting to see us. The longest stretch of the five-hour round trip was a two-lane mountain road that twirled around upon itself and seemed never to move forward. It was a fun ride for the youngsters in the back seat, but less than pleasant for my dad, the driver.

Mama had made an early breakfast and filled Daddy with coffee. But, with the sun not scheduled to rise for another hour, his usual jovial self was still dozing. The rest of him stared straight ahead.

And so, we rode in silence, a solitary vehicle rolling closer and closer to the stop sign that would grant access to the four-lane. There it was in the headlights. STOP. And there we went, driving right past it without changing speed.

Brakes screeched. Four people lurched forward and fell back. The Chevy sedan sat making a plus sign over the yellow and white lines painted down the center of the mercifully deserted New Highway. Its four occupants stared straight ahead.

Finally, Mama turned toward Daddy and broke the silence. "What," she asked, "are you doing stopping out here in the middle of the road?"

"Well," he replied. "It just said STOP. It didn't say where."

And that, my dear friends, explains why we sometimes get feedback from Hades by way of the Comedy Channel. People get stressed out. They get out of bed too early. They wander around in a bad mood. They don't pay attention. Minds and bodies refuse to function as a team. All people are not all together all the time. They run amuck with football bats. They argue with stop signs. *Ad infinitum.*

Obviously, we have no control over such buffoonery, but we do have resources! When egregious feedback appears on one of your postings, here's the plan:

- Be certain that the rating and the comments are strictly a matter of customer confusion and not a problem with your product or its description.
- Go to the affected product page and open the offending message. Take note of a small RED FLAG icon in the upper right corner of the comment window.
- CLICKING THE RED FLAG lets TpT know that the product has been hit with a haywire rating and somebody should take a look. Watch for the "message sent" verification that will flash across the screen when you click on the flag to avoid duplicating the transmission.
- E-mail an explanation of your objections to info@teacherspayteachers.com. Wait for a response and a resolution.
- For those times when a customer leaves a low rating but no written feedback, the red flag icon will not be available. In these cases, send an e-mail with a link to the target product. State the reasons for your requested intervention.

- Contact TpT for updates if you get antsy

Part Three: C'est la Vie!

A bad product rating is likely to inflict an initial sting upon beginning merchants and seasoned sellers alike. Even foolish feedback can deal a thump on the head. Emotional responses are to be expected, so go ahead. Get mad. &@%!!?*% Get sad. Get a grip. Get over it. Use the experience to improve your presence on the site.

Now, about Daddy's stop-sign observation. He was right! However, I think we should keep this little tidbit of enlightenment to ourselves. I can see the parked DOT trucks now. Four people watch while a fifth installs another "Don't STOP Here" sign.

Feedback works for TpT, but in other cases it would be catastrophic.



Margaret Whisnant
TpT Seller

Pricing Decisions. . .

October 2010

TpT's teacher/author team is clearly erasing the word "timid" from its collective vocabulary. The fainthearted would never invest time and talent in a vanguard business venture with few tried-and-true procedural guidelines and no predictable guarantees. Still, we keep growing in number, moving along, and learning how things work. Our product quality and presentation continue to reach higher and higher standards. Our customer base is now more than a quarter of a million. We have covered a lot of new territory.

There is one area, however, where our forward motion seems to be stalling. To say that each new product we post is unique is an understatement. No wonder determining prices for our items is such a confounding task. There are no precedents. Zero to zillions. Where do we begin?

In the world of physical storefronts, entrepreneurs use pricing formulas based on cost of production + 25% profit margin. This traditional concept has applicability to many cyber-based businesses, but for TpT it's pretty much horse-and-buggy thinking. We have no store-front rent or website hosting fees. Neither are we responsible for payrolls. None of us shell out big bucks for marketing. TpT does all of that for us! And we scoff at the 25% profit margin, so blasé in comparison to our 60%--85%!

On this point, we have shoved "timid" off the edge of the earth.

TpT's structure and policies make it possible for us to sell our products at unprecedented low prices and still realize a profit. With no guidelines, however, we appear to be constructing an undesirable downside to this issue. In our zeal to provide fellow educators with quality materials at affordable prices and to achieve a perceived competitive edge, we occasionally lose our grip. A vestige of timidity takes control (what if nobody wants to buy this?), and we attach unrealistic, lower-than-low, positively subterranean price tags to our work! Stuffing the site with underpriced items is not a good idea in terms of meeting operational costs or the over-all public perception of our product standards.

Now that the TpT has celebrated its fourth birthday, it seems appropriate to begin developing a few ideas/guidelines for determining the characteristics of a fair product price. We are at an excellent starting point. Rather than having to think about cutting our prices, we simply need to give some extra thought to the true value of our work and then translate our findings into a commensurable dollar amount.

Let's begin by putting the element of effort into perspective. Though it is a vital part of product production, it holds no sway as a separate entity in product pricing. Our customers are not concerned with how much time, exertion, or heavy thinking we weave into our items. Their interests lie in the merits of the FINISHED product. We USE our talents, intelligences, experiences, etc. in the production stage. We SELL the product.

Based on this idea and my experience, I have found that focusing on the completed item and what happens AFTER the sale are good price-setting strategies. I consider, for example,

- how much **work** the material can do in the classroom, especially its duration. Will it hold its audience in tow for 30 minutes, a day or two, a month, or maybe a whole semester?
- the number of pages. Logically a twenty-page, fully developed teaching unit should be more expensive than a one or two-page activity or idea, but each page's classroom potential, no matter how many, is an important factor.
- the product's **self-sufficiency**. Can a teacher present a successful lesson using only the product? Is it as complete a package as possible?
- it's **versatility**. Can its components accommodate a variety of ability and interest levels?
- the potential savings in teacher **prep time**. No doubt about it. This is one of the major reasons teachers buy our products and a top motivator in our authorship. Do not skip this important element.
- how much **I** would be willing to pay for the product.

Of course, novice seller/authors will also find it beneficial to survey the site for ballpark figures on similar items. Purposely underpricing postings as a way to garner sales, however, is NOT a good idea. Established sellers have learned that TpT's customers buy products that compliment their teaching styles and meet their classroom needs. They do not choose one item over another because it's less expensive. As a matter of fact, gross underpricing can actually be detrimental as it pretty much removes any aura of quality from the product. The same can be said of a TpT store in which a majority (or all) of the items also show up in the \$3.00 or less store. Bottom line—on TpT, cheap does not automatically equal sale!

No matter what you decide initially, be prepared to change your mind. Long-standing sellers (including me) will admit that we have lowered, raised, reconsidered, and reposted our prices numerous times before settling into our current amounts. Working independently we have constructed pricing rubrics of sorts, most of them existing only in our heads, to keep us on track. A recent discussion on the Seller's Forum indicates that we are very much willing to share our strategies and to welcome new ideas on the topic. We recognize pricing as a work in progress.

Click [HERE](#) where I have started a new chain, to add your pricing-strategy ideas. Because we are such a diverse group of personalities, writing styles, and technological experts, we need a wide assortment of options. We especially need to hear from the Smartboard and Power Point producers.

In the meantime, go on a reconnaissance mission through your store and look for any timid price-setting that might be sticking around. Let's do our best to erase what's left of this word from our TpT experience. Then, why don't we relegate all of our how-low-can-you-go skills to the world's limbo dancers?

That should work!


Margaret Whisnant

Part Four

The Very Important Free Item(s)

Connecting with Your Customers
The Power of Free
or
How To Be A Terrific Teacherpreneur

May 2010

teacherpreneur n. The new word on the internet, referring to an educator who creates and manages a business to supplement his/her income; a *portmanteau*, formed by blending the words *teacher* and *entrepreneur*.

Teachers are gold medal winners in the Rewarding-Good-Behavior category. We know how it works and why it works. We understand that a gold star affixed to a perfectly calculated math problem will beget another perfectly calculated math problem. We also recognize that having one's hand-crafted spit wad stick to the classroom ceiling for more than twenty-four hours is an achievement of sorts, but it is not gold star material. We instinctively separate the acceptable from the unacceptable with laser accuracy.

As TpT's newly emerging teacherpreneurs, we now have opportunity to extrapolate what we already know about reward systems into another productive use. Of course, as is the case with any new venture, the transition requires adjustments. Let's begin with the notion of reward reversal.

REWARD SEQUENCING. . .

In the classroom, the reward logically comes *after* the completion of a desired behavior. On TpT, however, we cannot *require* a sale and then *reward* a customer for meeting our requirements. On the contrary, our task is to *reward our buyers* for each and every sale *before* it takes place. Far from being impossible, it's a highly achievable mission. Enter the concept of *free product*.

There is a solid reason why TpT requires its sellers to post free items. They are the doors that swing open and welcome potential customers into our individual stores. They spotlight our products and elicit responses, even from reluctant buyers. There is no risk in giving something a try, especially when it is truly free—no strings attached. Our up-front technique essentially puts us in charge of the “made-you-look” game. It jump-starts the buying process.

CAUSE-AND-EFFECT EXPECTATIONS. . .

The results of our classroom reward systems are highly observable. We know if the desired effect is or is not present. The feedback is not so clear on TpT. We cannot always know when a sale is the result of a free product download. Some trial shoppers will return and make purchases, but other takers will download and use our free items without ever intending to buy. However, their colleagues who ask, “Where did you get that?” just might even the score. Either way, we cannot issue recalls. Free is free on TpT!

While it is true that *all* free product downloads will not result in sales, their mere presence definitely improves the *probabilities*. If our no-cost handouts were suddenly

taken away, there would be a site-wide sales downswing. No doubt about it. Our customers expect (and deserve) the right to try before they buy. The pig-in-the-poke mentality has no place in cyber commerce.

POINT OF VIEW . . .

Teachers are encouraged to praise student *effort* more so than the results of their labor. Being immersed in this point-of-view might lead many of us to think it counterproductive to give away a product that requires a big investment of our time and effort. Some of us are even stubborn about it. Nope! Not gonna' do it! They're not getting my hard work for free!

What we sometimes forget is that this philosophy applies to *children*, not *commerce*. As teacherpreneurs, we must assume the buyer's point of view. Potential customers aren't the least bit interested in how much effort it took to create a product. They are very much concerned with its quality and serviceability. If our goal is to generate sales, then our free products must meet high standards. Producing these extremely important samples will require our unfettered *effort* minus the expectation of guaranteed gratification.

THE POWER OF FREE. . .

The content and quality of a free product is a predictor of the content and quality that a buyer can expect in a purchased product. Just as we make decisions in our classrooms according to the data at hand, our shoppers look at our gratuitous offerings and quickly separate the meritorious from the mediocre. Opening one of these files is a make-it or break-it situation!

A haphazardly constructed free product, like the spit wad on the ceiling, is representative of dubious skill and an apathetic attitude toward the task at hand. On the other hand, a free download that goes into a classroom and wows both the students and the teacher has a totally different effect! Our complimentary items are dynamic links to our customers. Whether the impact is positive or negative is up to us. It's a matter of understanding and working *the power of free*.

A look inside a sampling of stores managed by TpT's top sellers pin-points some common characteristics of a powerhouse free product.

- Typically, the top sellers offer *multiple free products*.
- Their free downloads are *complete lessons (ideas, or resources)*, even when taken from a larger product. They go into classrooms and work as fully functional *sales representatives*.
- Their freebies are effective because they have *universal appeal*. They are not limited to a specific state standard, for example, but they do emphasize a *specific skill* or *activity*. They are serviceable in any state or any country, for that matter.
- Top sellers offer *active* free downloads, which means they give students and/or teachers something *to do* and they are ready *to go*.
- Top sellers hold their free downloads to the same product integrity criteria as their for-sale items—completeness, serviceability, clarity, correctness, etc.

Clearly, of all the items in a seller's store, the free download is one of the most important!

BOOSTING THE POWER OF FREE. . .

Simply posting a free item can result in hundreds of takers. Even a single download increases the probability of a subsequent sale, but having your free product featured in the monthly *10 Free Products* newsletter is an absolute rocket ride! Within a day or two, your free offering could be doing its work in several thousand classrooms.

A *10 Free Products* listing puts a seller's work in the brightest possible spotlight by presenting it to thousands of eager shoppers, all of them armed with the option of feedback. At this level, a quality product is a must! If you believe you have a candidate for this list or if you are willing to invest the necessary time and effort to create and post a worthy freebie, send an e-mail with a link to info@teacherspayteachers.com. Your submission will be greatly appreciated. TpT is always on the lookout for great free products to represent the site and its talented sellers.

TEACHERPRENEURSHIP IN PROGRESS. . .

Let's keep reminding ourselves that we are working frontier territory and creating new rules of commerce as TpT's teacherpreneurs. Though there is still much to learn, the *Power of Free Principle* is already clear. Let's put it to good use.

And, no spit wads on the cyber ceiling, please!



Margaret Whisnant
TpT Seller

June, 2011

Stop selling. Start helping.

Zig Ziglar

Even in a cyber-world populated with blogs, Facebook, and other linking social media, the free downloads we offer on TeachersPayTeachers are still our best sales reps. Nothing can match their ability to give potential customers such a clear view of our authorship skills and the quality of our products. Our electronic sales staff leaves the site every day to speak for us in classrooms around the world. Each one represents an individual seller and, at the same time, mirrors the whole of TpT. Super merchant Laura Candler summarized it well on a forum discussion chain: “It hurts us all when people post poor quality items, even free ones. . . Does an ice cream shop give free samples of bad-tasting ice cream and say you have to pay if you want something better? “

Great analogy! A TpT newcomer on a fact-finding mission is not likely to return after downloading a “bad-tasting” freebie or two. Furthermore, no customer is going to hand over hard-earned cash for a seller’s products when the free item offers no assurance that quality will be part of the exchange. Posting a mediocre sample of one’s work just doesn’t make sense. Right now, our collection runs the gamut from great freebies, to lackluster, to pugh! With a few do’s and don’ts and some effort, we can eliminate the poor reps and build a stronger, “tastier” staff.

Clearly, our free items should be constructed around the same framework of excellence as our commercial products. They should be genuinely helpful in a classroom setting and carry enough pizzazz to leave no doubt as to what our full-sized products can do.

Use the following ideas to lay the groundwork and then add the unique flourishes that make your samples your own:

- Avoid passive lists (vocabulary words, titles, resources, etc.) If, however, you can create a short, but **complete lesson** that puts the list to good use, then do it and offer the two as a working duo. Remember that adding **action** to a product is our specialty. Our free items should certainly illustrate this quality.
- Offering a complimentary sample from a larger work is a great idea, but only if it can **function independently** as a complete activity. Imagine a shopper downloading a free item for a topic of interest only to find a useless snippet and directions for purchasing the parent work. Someone just spooned out a glob of Laura’s aforementioned bad-tasting ice cream! Additional writing and reformatting might be necessary to create your representative mini-lesson, but the extra effort will certainly spark a heightened interest in the priced item.
- Expect scant, if any, results from a brief **lesson idea** coupled with an advertising blitz for your store and your products. Let the free item do the selling. It will always do a better job than a list of links.
- What would you think if you found a single free item separated and posted as **two** downloads? We actually have a collection of these TpT splits! Get your ice cream sample here. Go elsewhere for the toppings. This would lead a shopper to wonder how many purchases would be required to get a seller’s full product. Let’s get rid of the splits right away!

- Answer keys! Answer keys! Answer keys! If your freebie has questions, puzzles, math problems, etc., provide answer keys. Never skip this component.
- What's wrong with this picture? A free download about following directions with no directions. We have one! Making one's product free does not negate one's obligation to explain how to use it! Like answer keys, instructions for use are a must for **all** products, and they should be attached to the item itself, rather than presented as part of the product description.
- Dress up your free handout with its own colorful cover page that will, in turn, do double duty as an eye-catching thumbnail.
- Give your free item as much general appeal as possible. Create a lesson that will be helpful to any teacher who needs materials for your freebie's particular topic.
- Remember that teachers are always on the lookout for sponge activities, puzzles, games, and classroom management materials. Some of our most popular free downloads are these types of resources.
- Mark your free items with appropriate grade-level(s) rather than presenting them as K-12 adaptable.
- Ask someone to proofread your free item. Ask a second person to read it. Then post it.

What could be better than having a top-notch sales rep working for you 24/7? A whole fleet of them, that's what! Why not create a variety of free downloads to reflect your particular skills and the assortment of products in your store? Send several of your favorites into the field via the weekly 10 Free Downloads. If you have filled their sample cases with useful tidbits, the results will be sweet. Guaranteed!



Margaret Whisnant
TpT Seller

Part Five

The Business Side Of Teachers Pay Teachers

September 2010

If a doctor, lawyer, or dentist had 40 people in his office at one time, all of whom had different needs, and some of whom didn't want to be there and were causing trouble, and the doctor, lawyer, or dentist, without assistance, had to treat them all with professional excellence for nine months, then he might have some conception of the classroom teacher's job. ~Donald D. Quinn

Back-to-School Wrap-ups

We can congratulate ourselves for making good use our mid-year period of unemployment. Our stores are overflowing with thousands of new products. Newcomers bearing excellent materials have joined our ranks. Some of us gathered on the Seller's Forum to celebrate the "century mark" with colleagues who have posted their 100th item. Others took part in Forum discussions that sparked beneficial changes.

TpT's administration has also had a busy summer. As a result, the site's various communication forums and e-mail broadcasts have been abuzz with information. Unfortunately, important facts can disappear into the stacked layers of cyberspace quicker than homework in a roomful of puppies. If, perhaps, you missed a milestone or simply can't relocate information you ran across once, here's a wrap-up.

The Google Glitch:

In May, search-engine giant Google made changes in its infrastructure that resulted in reduced traffic flow to many internet businesses, including TpT. We lost around 40% of our Google traffic. The good news--from Paul himself—is that TpT continues to thrive because of its large, loyal customer base, but we still need to take steps to fill the traffic gap created by the Google glitch. Here are some things we can do:

- Invite more people to "like" TpT on Facebook.
- Post links to your TpT store/products from your Facebook pages.
- Network with other teachers about TpT.
- Talk to local newspapers to peak interest in a story about you and TpT.
- Join in the discussions on Teachers.net and other teacher chat boards. Talk about TpT on as many sites as possible.
- Twitter and blog TpT.
- Sign up at <http://www.google.com/alerts> to get Google alerts anytime someone mentions TeachersPayTeachers (or teachers pay teachers or teacherspayteachers) across the web. Track down the origins to join in discussions and post links directly to your store.

TpT is implementing a few strategies of its own. A page with badges that will allow us to post direct connections from our personal or business websites to TpT will soon be available. Parts of the site are being redesigned to make it more attractive to other search engines. The most promising inroad into solving the Google glitch, however, is the reply Paul received from some of the company's top people in response to his e-mails to their board of directors. His argument that their changes are hurting teachers got their attention! At least for the moment, Google knows we are not amused. Keep checking the Seller's Forum and Notes from TpT for updates.

Upgrades for TpT Customers:

Right now, TpT probably has the happiest customer base on the planet, and for good reason. Check out these items.

- A back-to-school marathon of eight 10 Free Downloads during the months of August and September is already in progress. That's EIGHTY FREE PRODUCTS only a mouse click away!
- A 10% off coupon, good for one week, is now being sent from TpT to each customer 5 days after he/she makes a purchase.
- TpT's homepage is undergoing a redesign for efficiency and even more ease of navigation. Its launching is set for early in the fall.
- TpT's product catalogue has galloped past the 73,000 mark. The five-year goal is ONE MILLION items by 2015. We can do it!
- A new Author Quick Find feature, located in the upper right corner of each teacher/author's store, allows shoppers to search for their favorite sellers.

New Advantages for TpT Sellers:

A warehouse full of good ideas and technical information is stored inside the Seller's Forum. When discussion chains transform into sellers' wish lists and Paul gets involved, the conversation becomes action oriented. Take a look at these results:

- Sellers may now remove the name of their city of residence if they do not want it included in their profile. (See your *Edit My Account* page).
- File size limitations have increased from 18MB to 25 MB.
- The orange arrows recently added to the top of the columns on our Digital Products Listings page allow the sorting of postings according to number sold, pricing, number of hits, number of downloads, etc.
- Sales generated by the big professional publishers who post on TpT will no longer be included in the top 100 lists. Their uploads will probably be removed from the Most Recently Posted Products list at the bottom of the home page as well.
- TpT is now encouraging buyers to contact sellers when a product needs a simple typo or spelling correction rather than immediately leaving a low rating and negative feedback. Whew! To see the full script, download a free product and click on the Ratings and Feedback tab.
- Sellers will soon have access to a "delete" or "hide" option on their Q&A pages.
- A TpT Earnings Bank that will allow sellers to make purchases using their earnings instead of cash is on the drawing board.
- Sales-notification e-mails are now arriving with the name of the item sold and its price. No more clicking to the site for the details!

And here's the biggie:

- Get ready for a new way to categorize your products!
 During product posting, we will continue to choose from the available generic categories—Activities, Fun Stuff, Homework, Study Guide, etc. Right now, if shoppers wish to browse our Teacher-Author pages, they must use the same generic guides.
 Soon, however, our stores will be equipped with a new capability that will allow us to create categories specifically for our unique products. Perhaps you have numerous lessons for teaching Shakespeare's work. Then *Shakespeare* could be one of your categories, and you would have nineteen more choices to go. Before long, customers will be able to shop our stores with laser precision. It's going to be another win-win for TpT's sellers and customers.

After a whirlwind summer of making plans and technical changes, TpT is now officially open for another back-to-school buying frenzy. Encourage your colleagues to take a cyberspace right, come to a screeching halt, and stop [HERE](#). We're open 24/7, and there is no waiting.



Margaret Whisnant, TpT Seller

Resolutions and Unfinished Business

January 2011

The key to success is not through achievement, but through enthusiasm. - Malcolm Forbes

Enthusiasm is a made-to-order word for TpT's 13,000 strong Teacher/Author team. We sign up motivated, continuously improve our products, find innovative ways to solve problems, and never miss a chance to spread the word. What's more, as the New Year gets rolling, we have multiple reasons to be unapologetic for our spirited attitude. In 2010, TeachersPayTeachers saw a membership surge to over 300,000 and a sales leap to seven figures. The site's product catalogue expanded to more than 85,000 resources, all of them instantly accessible to an international audience.

TeachersPayTeachers has crossed the 2011 portal as a force to be reckoned with. It's a great time to turn up our enthusiasm volume, fine-tune our success, and look ahead.

In with the New. . .

Even if you have already made a TpT resolution or two, why not make room for one more? Here are a few possibilities:

- For those who are still hesitant, the timing couldn't be better to jump in and post those first products.
- Challenge yourself to write the lesson or program of your dreams. Think of the most reluctant student you have ever known. Then think of the most exuberant. Now create something irresistible to both.
- Learn a little or a lot about a new technology in 2011—something you can use in the classroom and/or in creating new materials for your store.
- Treat yourself to one of the best win/win experiences ever by creating an excellent product for the 10 Free Downloads Newsletter. If one or more of your items has already been featured, write another one.
- Download a great freebie from every newsletter and then leave an earnest 4.0 rating with a positive comment. These items get thousands of downloads, but the feedback rewards are pitifully scant. We can help change that.
- Visit the Sellers' Forum with the specific purpose of welcoming and supporting a new seller.
- Got a work of fiction languishing somewhere on your computer? Go in for a rescue! Why wouldn't teachers be interested in your story, especially if you write teaching materials to go with it?
- Set aside a few minutes each month to post a new link somewhere on the web to your TpT store. They will all add up and increase traffic to your products.
- Resolve to introduce one new person per month to TpT during 2011.

Keeping the Momentum. . .

The composite insights that we bring into January 2011 trumps what we understood in January 2010. New ideas have certainly strengthened the site's momentum, but a couple of old standards--maintenance and upgrades—are necessary to keep it running smoothly.

Take your new level of expertise along as you go back to

- tweak posted products and their descriptions to bring them up to par with your current knowledge.
- add some presentation color to an item or two. Keep in mind that what looks good on paper or projected on a white board does not always translate with the same vibrancy to a computer screen. Be both free and choosy with color.
- build more variety into your store. Give your customers additional options in scope (number of pages/teaching duration), price ranges, subject matter, etc.
- read and join in the latest Sellers' Forum discussions. All advice, information, and opinions are vital. Our real competition is **outside** TeachersPayTeachers. **Within the site, we are a team**, and everybody is an important player. Sometimes we have spirited disagreements, but we always make progress.

The Tax Man Cometh. . .

It's standard procedure to muddle through a period of pre-worry and advance grumbling in preparation for Uncle Sam's inevitable visit. This year, unexpected TpT earnings are adding a little more intensity to some of our April 15th appointments.

Still the fact remains that taxes are part of the free enterprise system—the very concept that gave birth to TpT and ultimately put a large number of us on the tax man's accounts receivable list. Like it or not, we have extra income to declare and taxes to pay. In the past, TpT has not been required to report sellers' earnings, but a new law now mandates that records of our 2011 payouts be sent to the IRS. Sometime soon, it would be wise to consult with a professional about setting up an estimated tax payment plan to make April 15, 2012 more palatable.

Who would ever have predicted that one day ordinary teachers would have to deal with a cash overflow problem?

Never mind. It's an obstacle we are already learning to overcome. With enthusiasm, of course!



Margaret Whisnant
TpT Seller

Business Website 101

April 2011

Recently, a discussion chain about sellers who also have business websites appeared on the Forum. The conversation eventually turned to speculation about the possible advantages of constructing personal sites where the merchant keeps 100% of sales.

Both Laura Candler and I are among those Teacher/Authors who had been selling online as go-it-alone merchants before joining TpT. Our experiences definitely helped jump-start our success on the site. Nevertheless, in the spirit of Seller-Supporting-Seller, we thought it appropriate that we put the facts out there about what it takes to create, maintain, and grow an internet-based business. No cyber-spot is better qualified to serve as an example of a thriving business website than Laura's [Teaching Resources](#) with its accompanying Facebook page "liked" by more than 36,500 followers! You can see the professionalism right away. How it got there is not so obvious.

Before making any decisions, study the following to-do list for setting up a cyber store:

- Go get a business license. Then be prepared to invest several thousand dollars in a professionally designed site with a unique domain name. Free website starter kits just can't do the job for very long.
- Find a reliable hosting company with grid security that supports e-commerce.
- If you want your customers to use credit cards, set up a merchant account and purchase a SSL (Secure Sockets Layer) to keep their information safe. Be ready to pass a monthly PCI (Payment Card Industry) security and vulnerability scan. (My site uses this method.)
- Instead of a private merchant account, you can choose an off-site, secure order processor such as PayPal. This service is not free. On the contrary, it can be quite expensive. (Laura's site uses PayPal.)
- Open a business bank account where payments can be deposited.
- Hook up a business phone for customer support—preferably with a toll-free number.

Setting up the site is only the beginning. Now you are ready for the operational and maintenance realities:

- Having a great product and a website works only if the buying public knows that you exist. It's called marketing. It's complicated, crucial, and expensive!
- There are options--purchasing customer lists (\$250-\$500 per thousand—I've done this), asking site visitors to register their e-mail addresses (Laura uses this technique), search engine optimization, and advertising, to name a few.
- Once a customer base is established, regular contact through a newsletter program, with monthly fees, is necessary to keep them coming back and in a buying mode.
- A commercial website's recurring expenses can include, but are not limited to, hosting fees, SSL renewals, merchant account fees, credit card processing fees, phone bills, newsletter costs, back-up programs, and website maintenance/administrator fees.
- To put it into dollars and cents, Laura and I invest hundreds of dollars (or more) monthly and thousands of dollars annually to keep our sites operational.
- Traditionally, a business that holds on to 25% of its sales after expenses is considered successful. Maintenance and marketing can eat big holes in one's 25% profit margin!

There's more! Consider the following facts about time and taxes:

- E-commerce does not keep regular hours or take vacations. Your store is open 24/7 and you are in charge of customer service.
- The number of hours devoted to assisting customers grows along with the business, which means available time for creating new materials diminishes. Eventually, hiring help might be necessary.

- You are pretty much on your own in gathering information, making the right decisions, and riding the steep learning curves of e-commerce.
- Figuring complicated business taxes requires detailed record keeping. You can either hire a professional or turn your week-ends over to learning and practicing the art of accounting.
- Taxes on business earnings are, for the most part, higher than those levied against personal earnings. Grumbling about the situation is allowed. Non-payment is not.

Now take a look at a **Premium Merchant Account** on TeachersPayTeachers. Here's what you get for \$60 annually and 15% of sales:

- A professionally designed website ready and waiting for you to set up a personal cyber store and display your products.
- A guaranteed profit margin of 85%! You get to skip all other costs that could chip away at your earnings.
- A swarm of 300,000 potential customers already buzzing around the site and increasing in numbers daily. TpT does the marketing and draws them in for you.
- A weekly newsletter where you can display your items at minimal or no charge before more than a quarter of a million people.
- Personalized communication with your customers and followers through an in-house newsletter, Q&A's, and feedback. How much time you invest is your choice since TpT deals with the bulk of customer service issues.
- Discussion boards that provide on-going support, advice, and technical assistance from other sellers, all of whom work for you for free.
- Earnings that require the payment of additional personal income taxes. Grumbling about the situation is allowed. Non-payment is not. Well, OK. Some things can't be avoided under any circumstances!

So why, in spite of the complexities, have both Laura and I opted to keep our websites?

Laura explains, "I started my website years ago simply for the joy of sharing and collaborating, but in 2007 I needed money to send my older daughter to college so I decided to explore selling my materials online. I had no idea I would soon be spending far more time on business and far less time on creating new materials. I was also amazed at the expense involved. If I had known about TpT back then, I would not have turned my website into a business. Still, I love what I do, and I'm grateful for the opportunity to collaborate with teachers who use my site. I enjoy writing the newsletters, sharing my materials, and connecting with people. Now that I have a whole team working with me, I like running my business."

Like Laura, after having invested countless hours and thousands of dollars to grow my site into a profitable business with loyal customers, I wouldn't think of closing it down. But, it's also true that, had TpT been available when I began my journey back 1997, I would have skipped the business phase and jumped right on board with TpT. It provides everything it took me more than ten years to accomplish on my own, and I can continue to access it with no more than a Premium Merchant Account renewal and the click of a mouse.

Hundreds of happy TpT selling stars are walking away with a whopping 85% of their sales and leaving the time-consuming complications involved in running a business website behind. In the final analysis, isn't it better to concentrate on creating great products and rely on TpT to do the rest?

Can anyone say, "No brainer"?


Margaret Whisnant
TpT Seller

Part Six

A TeachersPayTeachers Success Story

February 2011

A Box of Chocolates

My momma always said, "Life is like a box of chocolates.
You never know what you're gonna get."

(*Forest Gump* by Winston Groom Screenplay by Eric Roth)

Obviously Forest Gump's momma wasn't thinking of TpT when she shared her philosophy about life's unexpected delights. Still, the comparison fits. Hundreds of thousands of educators lift the lid on our box of individually prepared treats every day. Robust sales indicate that they are finding just the right varieties. But that doesn't mean our customers get exclusive rights to TpT's pleasant surprises. Every sale notice that drops into a Teacher/Author's e-mail is a treat, and we never know how many we're going to get. Recently, something totally dazzling happened to one of our own.

Deanna Jump, a K-1 teacher from Georgia, earned more than \$27,000 in the last quarter of 2010, setting a record for herself as well as for TpT! Of course Deanna's success created an immediate flurry of questions. Beyond the obvious fact that her products meet all the standards of professional excellence, people want to know what strategies fueled the rocket ride.

Deanna has graciously agreed to share some insights and ideas with her fellow TpT Teacher/Authors in this month's newsletter. So here's the scoop in Q&A format:

- *What motivated you to begin writing materials for your kindergartners?*
There is a huge lack of early childhood resources. I can't tell you how many times I've purchased a resource book and only been able to use one or two ideas out of the entire book. Many of the ideas that were supposedly written for the K-1 age group seemed completely out of touch with the fact that the bar has been raised with regards to what kindergarten and first grade children should know and be able to do. Out of frustration I began creating my own units and activities. I would create a unit and share it with my team during our weekly planning time, and during one of our planning sessions one of my teammates said, "Your stuff is so awesome you should sell it on Teachers Pay Teachers!" I had never even heard of Teachers Pay Teachers so she sent me a link and here I am. I still have to buy her lunch every time we go out to eat as payment!
- *How long have you been a TpT Seller? Can you identify a particular strategy that got sales booming?*
I have been a seller since September of 2008. The first year my sales were a little slow. I started putting links to my products on my website and I noticed a shift in sales. Then, Paul contacted me and asked if I would be interested in being the featured seller for the upcoming newsletter. Holy Moly! I was blown away by the amount of exposure the newsletter brought me. I've gone from 300 followers to a little over 900 and my sales have been through the roof ever since. TPT is an awesome website and it draws a lot of teachers, but I don't think that's enough. We shouldn't wait for buyers to come to us. We need to use the available resources (facebook, websites, blogging, etc.) to reach out and let them know we're here.
- *What goals do you have in mind for students (yours and your customer's) when you create a product?*
My main goal is providing products that will be fun and engaging. I teach little people, so I want to create activities and units that grab their attention and hold it. I want them to be excited about coming to school and eager to learn.

- What do you want your products to do for your customers?
I want to make their jobs easier by providing them with activities that they can use right away with very little prep time. I can remember when I first started teaching and I'd look up from my desk and realize that it was already dark outside and I still had work to do. I'm sure you can all relate to that! I think it is important to provide teachers with activities that can easily be differentiated to meet the needs of all learners and cover a variety of standards at the same time to maximize their teaching.
- Do you use any particular programs or resources to give your work a special look that appeals to your grade level?
All of my units are created in word and then converted to pdf documents. I use a lot of text boxes and clip art to make them visually appealing and organized. I think it is important for sellers to come up with their own style and key words for naming things so that it is easy for buyers to spot.
- What guidelines help you determine a fair price for your product?
First, I think about how much I would be willing to pay for the product and then I double it. (Just kidding.) Then, I think about the number of pages and/or activities that are included. I have seen a lot of sellers undervalue their work and I think we need to get out of that mindset. We work too hard on our products to sell a 70 page document for \$4.00. You can always lower your price if your item isn't doing well.
- What bit of advice can you offer to TpT's Author/Sellers?
The biggest piece of advice I can give is to network with your fellow teachers and share ideas and stories about what is working in the classroom and what isn't. By sharing ideas and opening up the lines of communication, we all continue to learn and grow as teachers. Before I publish a unit I ask my grade level to try out some of the activities and lessons and give me feedback. I tweak my activities based on their feedback and then fancy it up and get it ready to publish to TPT.

Another piece of advice is to create your own style and don't try to copy someone else's. If your products look like everyone else's then there is no uniqueness to make buyers want to purchase them. My favorite quote on this topic is from Robert Fulghum, the author of ***All I Really Need to Know I Learned in Kindergarten***: "Share everything. Don't take things that aren't yours. Put things back where you found them."

And so, straight from our kindergarten teacher who knows her way around the Teacher/Author profession, *originality* and *sharing* are the operative words. If, as Deanna suggests, we consistently take what we learn from our teaching experiences and put it back into our colleagues' classrooms as original, top-quality products, then how many more of us are on the way to setting new records?

You never know.


Margaret Whisnant
TpT Seller

Part Seven

Search Topics Reference Guide

Use the keyword data on the following pages as reference guides for writing product titles and descriptions and for adding key words to product postings (**embedded in your prose descriptions and not as a block of keywords, which Google dislikes!**). Keep in mind that tens of thousands of keywords bring visitors to TpT every month. These lists just represent the most popular which are also therefore very general. Specificity is not necessarily popular, but it **IS** effective, too. If you have a very specific product, don't give it an overly general title just because you see a keyword on this list. Use these lists as more of an interesting guide to see what is trending month to month.

Top 100 Search Terms to TpT from Search Engines (Google/Bing/Yahoo) August 2010 – May 2011

August 2010

1. teachers pay teachers
2. teacherspayteachers
3. teacherspayteachers.com
4. teacher pay teachers
5. student interest inventory
6. www.teacherspayteachers.com
7. teacher pay teacher
8. teachers paying teachers
9. student inventory
10. first day of school letter to parents
11. all about me poster printable
12. preschool classroom rules
13. printable all about me poster
14. teacherpayteacher
15. teachers pay teacher
16. preschool rules
17. classroom newsletter template
18. smartboard attendance
19. guided reading lesson plan template
20. parent contact information form
21. the open boat easy reading
22. classroom bell ringers
23. teachers selling lesson plans
24. personality bingo
25. yunmi and halmoni's trip
26. hunger games study guide
27. first day school letter parents
28. teacherspayteachers expire
29. would you rather questions for kids
30. teachers pay
31. spelling test template
32. slant poster
33. "seven ways to reduce carbon"*****
34. give me five poster
35. back to school parent questionnaire
36. divisibility rules chart
37. "because of winn-dixie activities"*****
38. teachers pay teachers website
39. kindergarten center signs
40. clothespin spelling october
41. first day school activities 8th grade
42. preschool schedule template
43. have you filled a bucket today worksheets
44. teacher grading scale
45. 4th grade interest inventory
46. math word wall words
47. writing numbers in word form
48. making words template
49. blank weekly lesson plan
50. multiple choice answer sheet template
51. printable place value chart
52. s.l.a.n.t. classroom
53. classroom rules for preschoolers
54. spelling worksheets
55. buy lesson plans
56. copyright + teacherspayteachers
57. give me five classroom management
58. reading log template
59. literary genre posters
60. main idea powerpoint
61. clothespin spelling
62. math inventory
63. 0y1 games
64. back to school glyph
65. teacherspay teachers
66. "fact vs. opinion worksheet"*****
67. swindle activities
68. teacherspayteachers.org
69. bathroom passes
70. math interest survey
71. preschool daily schedule template
72. classroom library book bin labels
73. letter to parents first day of school
74. reading log template middle school
75. teacherpayteachers
76. leo the late bloomer activities
77. make up work form
78. teachers unleashed
79. bathroom sign out sheet
80. duffy's jacket
81. parent survey first day school
82. give me 5 poster
83. name glyph activity
84. scientific method handout
85. bio poem template
86. smartboard nouns lesson
87. reading log sheet
88. 100 points book project
89. 2nd grade classroom layout
90. description of fantasy genre
91. place value flip book
92. reading bell ringers
93. homework log template
94. color wheel worksheet
95. david's new friends
96. dragon gets by activities
97. prime factorization chart
98. second grade classroom layout
99. grading scale chart
100. hunger games lesson plans

September 2010

1. teachers pay teachers
2. teacherspayteachers
3. lesson plan template
4. teacherspayteachers.com
5. teacher pay teachers
6. 3d shapes
7. teacher pay teacher
8. place value worksheets
9. teacher grading scale
10. teachers paying teachers
11. spelling test template
12. business proposal
13. www.teacherspayteachers.com
14. cornell notes template
15. speech outline
16. student interest inventory
17. teachers pay teacher
18. plot diagram
19. prime factorization chart
20. research paper outline
21. teacherpayteacher
22. grading scale chart
23. weekly lesson plan template
24. blank plot diagram
25. compound words list
26. the leap by louise erdrich
27. plot graph
28. square root table
29. story elements
30. behavior chart
31. guided reading lesson plan template
32. research paper format
33. scientific method handout
34. mexican independence day lesson plan
35. bingo board
36. teacherpayteachers
37. back to school night handouts
38. author's purpose powerpoint
39. character education scenarios
40. outline template
41. preschool rules
42. writing numbers in word form
43. unit circle chart
44. duffy's jacket
45. context clues worksheets
46. smartboard attendance
47. seventh grade by gary soto
48. french transition words
49. teacherspay teachers
50. classroom newsletter template
51. community helpers
52. divisibility rules chart
53. parent teacher conference sign up sheet
54. back to school night sign in sheet
55. personal narrative rubric
56. preschool classroom rules
57. reading log template
58. writing rubric
59. lindsay wyglendowski
60. short a words
61. would you rather questions for kids
62. back to school night printables
63. all about me poster
64. environmental print
65. scientific method questions
66. business proposal sample
67. making words template
68. all summer in a day lesson plans
69. the most dangerous game short story
70. clothespin spelling
71. most dangerous game short story bundle
72. multiple choice answer sheet template
73. teachers selling lesson plans
74. behavior charts
75. printable all about me poster
76. the open boat easy reading
77. all about me poster printable
78. 0y1 games
79. figurative language powerpoint
80. analogy worksheets
81. constitution rap
82. desk fairy coupons
83. homework pass
84. preschool assessment forms
85. the leap louise erdrich
86. meet rosina
87. combining like terms activity
88. spelling activities
89. plot diagram graphic organizer
90. scientific method graphic organizer
91. sentence starters for essays
92. tally chart
93. classroom bell ringers
94. divisibility rules worksheets
95. estimating sums worksheets
96. julius by angela johnson
97. uglies essay qu
98. henry and mudge under the yellow moon activities
99. teachers pay teachers website
100. types of sentences worksheet

October 2010

1. teachers pay teachers
2. teacherspayteachers
3. lesson plan template
4. teacherspayteachers.com
5. 3d shapes
6. teacher pay teachers
7. teachers paying teachers
8. teacher pay teacher
9. research paper outline
10. teachers pay teacher
11. www.teacherspayteachers.com
12. five little pumpkins
13. speech outline
14. business proposal
15. teacherpayteacher
16. 5 little pumpkins
17. compound words list
18. teacher grading scale
19. halloween words
20. author's purpose powerpoint
21. community helpers
22. research paper format
23. outline template
24. business proposal sample
25. amino acid abbreviations
26. grading scale
27. grading scale chart
28. simile smartboard lesson
29. blank plot diagram
30. cornell notes template
31. divisibility rules chart
32. meet rosina
33. guided reading lesson plan template
34. parent teacher conference forms
35. teacherspay teachers
36. spelling test template
37. analogy worksheets
38. square root table
39. paper outline
40. personal narrative rubric
41. context clues worksheets
42. plot diagram
43. prime factorization chart
44. story elements
45. bingo board
46. teachers pay teachers promo code
47. french transition words
48. uglies essay questions
49. behavior chart
50. making words template
51. plot graph
52. types of sentences worksheet
53. writing rubric
54. teacherpayteachers
55. bloom balls 5th grade
56. parent teacher conference sign up sheet
57. the pumpkin patch parable
58. classroom bell ringers
59. figurative language powerpoint
60. the open boat easy reading
61. writing paper
62. the enormous egg novel guide
63. cause and effect graphic organizer
64. jeopardy template
65. drug free bulletin board ideas
66. sample business proposal
67. pumpkin patch parable
68. multiple choice answer sheet template
69. sentence starters for essays
70. teachers pay teachers.com
71. divisibility rules worksheets
72. teachers pay teachers lesson plans
73. www.teacherspayteachers
74. food chain worksheet
75. regular verb
76. vsepr chart
77. context clues powerpoint
78. lesson plan templates
79. teachers pay
80. water cycle worksheet
81. parent teacher conference reminder
82. peer edit form for narrative
83. cause and effect powerpoint
84. teacherspayteacher
85. three skeleton key lesson plans
86. characterization powerpoint
87. story elements poster + teachers pay teachers
88. thank you mam langston hughes
89. distributive property worksheets
90. preschool progress reports
91. cornell notes
92. halloween smartboard lessons
93. smartboard attendance
94. student interest inventory
95. tally chart
96. electron configuration worksheet
97. essay sample
98. fact family house
99. pictionary word list
100. halloween

November 2010

1. teachers pay teachers
2. teacherspayteachers
3. lesson plan template
4. teacherspayteachers.com
5. teacher pay teachers
6. teacher pay teacher
7. www.teacherspayteachers.com
8. 3d shapes
9. teachers paying teachers
10. business proposal
11. teachers pay teacher
12. research paper outline
13. research paper format
14. teacherpayteacher
15. divisibility rules chart
16. simile smartboard lesson
17. speech outline
18. outline template
19. community helpers
20. teachers pay teachers promo code
21. cause and effect powerpoint
22. teachers pay
23. christmas word problems
24. disguise a turkey project
25. compound words list
26. context clues worksheets
27. square root table
28. meet rosina
29. writing paper
30. secret santa information sheet
31. teacherpayteachers
32. vsepr chart
33. cornell notes template
34. teacherspay teachers
35. amino acid abbreviations
36. bingo board
37. report template
38. grading scale
39. behavior chart
40. jeopardy template
41. regular verb
42. tally chart
43. turkey disguise project
44. prime factorization chart
45. text structure powerpoint
46. writing rubric
47. crucible character graphic organizer
48. teachers pay teachers for free
49. lesson plan templates
50. www.teacherspayteachers
51. activities with gustar
52. author's purpose powerpoint
53. cause and effect graphic organizer
54. fun activities to practice stem changing verbs
55. deanna jump
56. business proposal sample
57. christmas vocabulary
58. disguise a turkey
59. lab report format
60. reading log template
61. persuasive letter
62. story elements
63. monster by walter dean myers lesson plans
64. parent teacher conference forms
65. teacher grading scale
66. teachers pay teachers lesson plans
67. halloween smartboard lessons
68. pinecone turkey
69. lesson plans crispin
70. sequencing activities
71. teachers pay teachers.com
72. teacherspayteachers.org
73. parent teacher conference sign up sheet
74. guided reading lesson plan template
75. cornell notes
76. turkey disguise project ideas
77. 6 types of figurative language
78. thank you mam langston hughes
79. divisibility rules handout
80. main idea smartboard lesson
81. paper outline
82. blank plot diagram
83. teachers pay teachers how do you get paid
84. pictionary word list
85. 2011 handprint calendar
86. fact family house
87. grading scale for teachers
88. the monsters are due on maple street lesson
89. how to disguise a turkey
90. weekly lesson plan template
91. 1 cm grid paper
92. dijobaker
93. handprint calendar 2011
94. lizzie bright and the buckminster boy chapter summary
95. play script
96. secret santa info sheet
97. teacherspayteacher
98. hundreds chart printable
99. classroom layout
100. making words template

December 2010

1. teachers pay teachers
2. teacherspayteachers
3. teacherspayteachers.com
4. lesson plan template
5. teacher pay teachers
6. christmas vocabulary
7. research paper format
8. cause and effect powerpoint
9. www.teacherspayteachers.com
10. teachers pay teacher
11. teacher pay teacher
12. 3d shapes
13. grading scale
14. teachers paying teachers
15. interactive input output machine
16. teacherpayteacher
17. meet rosina
18. pictionary cards
19. business proposal
20. simile smartboard lesson
21. teachers pay
22. context clues worksheets
23. writing paper
24. outline template
25. teacherspay teachers
26. vsepr chart
27. deanna jump
28. amino acid abbreviations
29. venn diagram template
30. teachers pay teachers promo code
31. christmas coordinate graphing
32. "kim townsel"*****
33. twas the night before christmas activities
34. www.teacherspayteachers
35. penelope ann poe
36. secret santa information sheet
37. compound words list
38. homework pass
39. teacherpayteachers
40. speech outline
41. "patrick shaffer"***** math teachers pay"
42. bingo board
43. writing rubric
44. pictionary word list
45. community helpers
46. grading scale for teachers
47. teachers pay teachers.com
48. lesson plans crispin
49. report template
50. tuck everlasting reading questions
51. deanna jump teachers pay teachers
52. persuasive letter
53. regular verb
54. divisibility rules chart
55. lesson plan templates
56. cornell notes template
57. global warming ppt
58. recommendation letter for student
59. square root table
60. christmas readers theater
61. my non-fiction convention notebook
62. scattergories categories
63. teacherspayteacher
64. thank you mam langston hughes
65. play script
66. teacherspay
67. plot graph
68. teachers pay teachers 2011 calendar shelley gray
69. activities with gustar
70. family feud template
71. prime factorization chart
72. teacher grading scale
73. stanley's christmas adventure lesson plans
74. behavior chart
75. divisibility rules
76. monster by walter dean myers lesson plans
77. story elements
78. guided reading lesson plan template
79. recommendation letter
80. teacherpaysteachers
81. thesis example
82. amino acid structures
83. family feud powerpoint template
84. research paper outline
85. high school transcript
86. sample invitation letter
87. teachers for teachers
88. attendance sheet
89. characterization graphic organizer
90. teachers pay teachers lesson plans
91. cornell notes
92. unit circle chart
93. figurative language powerpoint
94. andre labouyer
95. multiplication charts
96. reading logs
97. tally chart
98. cause and effect graphic organizer
99. christmas in camelot activities
100. classroom layout

January 2011

1. teachers pay teachers
2. teacherspayteachers
3. teacherspayteachers.com
4. lesson plan template
5. teacher pay teachers
6. teacher pay teacher
7. 3d shapes
8. teachers paying teachers
9. www.teacherspayteachers.com
10. teachers pay teacher
11. story maps
12. research paper format
13. business proposal
14. teacherspay teachers
15. cause and effect powerpoint
16. teacherpayteacher
17. community helpers
18. teacherpayteachers
19. business proposal sample
20. grading scale
21. interactive input output machine
22. square root table
23. teachers pay
24. <http://www.teacherspayteachers.com/>
25. www.teacherspayteachers
26. solid shapes
27. deanna jump
28. vsepr chart
29. compound words list
30. plot graph
31. context clues worksheets
32. teacherpayteachers
33. global warming ppt
34. teachers pay teachers website
35. writing paper
36. outline template
37. teacherspayteacher
38. u.s. landforms
39. weekly lesson plan template
40. speech outline
41. chasing vermeer comprehension guide
42. grading scale for teachers
43. cornell notes template
44. scattergories categories
45. persuasive letter
46. teachers for teachers
47. teachers pay teachers coupon code
48. teachers pay teachers.com
49. divisibility rules chart
50. guided reading lesson plan template
51. research paper outline
52. rubric reading
53. bingo board
54. january vocabulary words
55. big bushy mustache story
56. prime factorization chart
57. teachers pay teachers lesson plans
58. author's purpose graphic organizer
59. divisibility rules
60. play script
61. geometry proofs
62. estimation jar
63. recommendation letter for student
64. reading log template
65. text structure powerpoint
66. meet rosina
67. thank you mam langston hughes
68. comprehension questions magic tree house
69. free math probes
70. teacher grading scale
71. teachers pay teachers promo code
72. point of view graphic organizer
73. teacher's pay teachers
74. family feud powerpoint template
75. amino acid abbreviations
76. behavior chart
77. deanna jump teachers pay teachers
78. lesson plan templates
79. sample business proposal
80. february vocabulary words
81. regular verb
82. wave by todd strasser lesson plans
83. lesson plans crispin
84. teacherspay
85. factoring polynomials
86. water cycle worksheet
87. cause and effect worksheets
88. sight word lists
89. punnett square worksheets
90. square roots table
91. story elements
92. writing rubric
93. biography book report
94. animal classification chart
95. kim townsel
96. personal profile
97. teachers pay teachers shannon bryant brain train
98. homework pass
99. kindergarten writing prompts
100. monster by walter dean myers lesson plans

February 2011

1. teachers pay teachers
2. teacherspayteachers
3. teacherspayteachers.com
4. lesson plan template
5. teacher pay teachers
6. teacher pay teacher
7. www.teacherspayteachers.com
8. teachers pay teacher
9. story maps
10. teachers paying teachers
11. 3d shapes
12. author's purpose graphic organizer
13. square root table
14. vsepr chart
15. business proposal
16. teachers pay
17. research paper format
18. teacherspay teachers
19. business proposal sample
20. community helpers
21. teachers pay teachers website
22. speech outline
23. teacherpayteacher
24. context clues worksheets
25. teacherpayteachers
26. interactive input output machine
27. research paper outline
28. smartboard attendance
29. persuasive letter
30. teachers pay teachers promo code
31. behavior chart
32. solid shapes
33. teachers for teachers
34. telephone spelling worksheet
35. global warming ppt
36. text structure powerpoint
37. deanna jump
38. outline template
39. www.teacherspayteachers
40. teachers pay teachers lesson plans
41. bingo template
42. cornell notes template
43. grading scale
44. lisa rombach smartboard lessons
45. teachers pay teachers.com
46. recommendation letter for student
47. cause and effect worksheets
48. monster by walter dean myers lesson plans
49. weekly lesson plan template
50. classroom rules
51. guided reading lesson plan template
52. pictograph
53. water cycle worksheet
54. writing rubric
55. grading scale for teachers
56. reading log template
57. teachers pay teachers
58. shannon bryant
59. brain train
60. punnett square worksheets
61. lesson plan templates
62. powerpoint plate boundaries
63. writing paper
64. teacher's pay teachers
65. divisibility rules chart
66. kim adsit teachers pay teachers
67. roll and record
68. teacher grading scale
69. teachers pay teachers newsletter
70. teachers pay teachers for free
71. sell my lesson plans
72. spring words
73. compare and contrast powerpoint
74. lab report format
75. estar with locations powerpoint
76. kindergarten writing prompts
77. personal profile
78. comprehension questions magic tree house
79. family feud powerpoint template
80. order letter
81. plot graph
82. thank you mam langston hughes
83. u.s. landforms
84. bingo board
85. french valentine
86. grading rubric
87. prime factorization chart
88. family feud template
89. writing process posters
90. teacherspayteacher
91. tim zgliczynski
92. figurative language powerpoint
93. lord of the rings worksheet package
94. partes de la cara
95. teacherspayteachers promo code
96. book report
97. february vocabulary words
98. fossil making words
99. reading logs
100. amino acid abbreviations

March 2011

1. teachers pay teachers
2. teacherspayteachers
3. teacherspayteachers.com
4. teacher pay teachers
5. teacher pay teacher
6. lesson plan template
7. 3d shapes
8. teachers paying teachers
9. teachers pay teacher
10. www.teacherspayteachers.com
11. research paper outline
12. tone and mood activities
13. business proposal
14. spring words
15. teachers pay
16. vsepr chart
17. square root table
18. speech outline
19. research paper format
20. context clues worksheets
21. speak laurie halse anderson jelly bean assignment
22. paper outline
23. venn diagram template
24. teacherspay teachers
25. teachers pay teachers promo code
26. solid shapes
27. business proposal sample
28. outline template
29. community helpers
30. writing paper
31. www.teacherspayteachers
32. viruses and bacteria powerpoint unit
33. teacherpayteachers
34. teacherpayteacher
35. cause and effect worksheets
36. persuasive letter
37. teacherspayteacher
38. family feud powerpoint template
39. grading scale
40. kim adsit teachers pay teachers
41. text structure powerpoint
42. lisa rombach smartboard lessons
43. lucky charms graph
44. behavior chart
45. water cycle worksheet
46. book report
47. smartboard lessons arrays
48. teachers pay teachers.com
49. reading log template
50. grading rubric
51. important quotes from romeo and juliet teachers pay teachers
52. punnett square worksheets
53. teachers pay teachers shannon bryant brain train
54. amino acid abbreviations
55. telephone spelling worksheet
56. alliteration worksheets
57. cornell notes template
58. parent teacher conference forms
59. estar with locations powerpoint
60. grading scale for teachers
61. personal profile
62. deanna jump
63. kindergarten writing prompts
64. diamante poem
65. personification worksheets
66. plot graph
67. figurative language powerpoint
68. guided reading lesson plan template
69. jack hartmann downloads songs
70. smartboard attendance
71. teachers pay teachers lesson plans
72. <http://www.teacherspayteachers.com/store/mrs-motle>
73. recommendation letter for student
74. writing rubric
75. <http://www.teacherspayteachers.com/>
76. polar coordinate graph paper
77. reading logs
78. sample business proposal
79. context clues worksheet
80. i have who has template
81. teacher grading scale
82. pictionary cards
83. story maps
84. teachers for teachers
85. cinquain poems
86. teacher's pay teachers
87. cause and effect graphic organizer
88. french valentine
89. bingo template
90. spelling test template
91. stephen hustedde - quiz show
92. attendance sheet
93. monster by walter dean myers lesson plans
94. multiple meaning words worksheets
95. play script
96. teacherpayteachers
97. lined writing paper
98. teachers pay teachers deanna jump
99. prime factorization chart
100. invitation letter sample

April 2011

1. teachers pay teachers
2. teacherspayteachers
3. teacherspayteachers.com
4. teacher pay teachers
5. lesson plan template
6. teacher pay teacher
7. research paper outline
8. business proposal
9. www.teacherspayteachers.com
10. teachers pay teacher
11. teachers paying teachers
12. grading scale
13. venn diagram template
14. 3d shapes
15. speech outline
16. teachers pay teachers promo code
17. vsepr chart
18. teachers pay
19. writing paper
20. square root table
21. paper outline
22. amino acid abbreviations
23. cause and effect worksheets
24. research paper format
25. outline template
26. teacherpayteachers
27. teacherspay teachers
28. context clues worksheets
29. recommendation letter
30. <http://www.teacherspayteachers.com/>
31. www.teacherspayteachers
32. cinquain poems
33. deanna jump
34. hunger games lesson plans
35. teacherpayteacher
36. plot diagram
37. solid shapes
38. speech rubric
39. teachers pay teachers.com
40. grading rubric
41. test taking strategies powerpoint
42. water cycle worksheet
43. spring words
44. diamante poem
45. teacherspayteacher
46. book report
47. fcat survival kit
48. persuasive letter
49. pictionary cards
50. community helpers
51. attendance sheet
52. lined writing paper
53. using book cover images on teachers pay teachers
54. teachers pay teachers shannon bryant brain train
55. polar graph paper
56. divisibility rules chart
57. mixtures and solutions powerpoint
58. teacherpayteachers
59. bingo template
60. jim tuttle maine wrestling
61. punnett square worksheets
62. behavior chart
63. family feud powerpoint template
64. classroom layout
65. family feud powerpoint
66. www.teachrspayteachers.com
67. food chain worksheet
68. the very hungry caterpillar activities
69. writing rubrics
70. teachers pay teachers deanna jump
71. freak the mighty unit test
72. polar coordinate graph paper
73. teachers pay teachers lesson plans
74. play script
75. reading logs
76. text structure powerpoint
77. bookmark templates
78. d'nealian handwriting sentences smartboard
79. business proposal sample
80. communication log
81. fractions worksheets
82. sample business proposal
83. teacher's pay teachers
84. teachers paying teachers website
85. writing rubric
86. oviparous animals
87. stephen hustedde - quiz show
88. teacherspayingteachers
89. behavior charts
90. recommendation letter for student
91. "three cups of tea, young reader's edition lesson plans"
92. teacher pays teacher
93. outline for a research paper
94. bingo board
95. fraction worksheets
96. lesson plan templates
97. multiple intelligences student survey
98. printable cinco de mayo booklet
99. story elements
100. teachers pay teachers login

May 2011

1. teachers pay teachers
2. teacherspayteachers
3. teacher pay teachers
4. lesson plan template
5. teacherspayteachers.com
6. teacher pay teacher
7. business proposal
8. teachers pay teacher
9. 3d shapes
10. www.teacherspayteachers.com
11. teachers paying teachers
12. grading scale
13. square root table
14. writing paper
15. teachers pay
16. <http://www.teacherspayteachers.com/>
17. venn diagram template
18. graduation quotes
19. business proposal sample
20. speech outline
21. teachers pay teachers promo code
22. pictinary cards
23. vsepr chart
24. teacherpayteacher
25. attendance sheet
26. olympic games teacherspayteachers
lady lion teacher resources
27. deanna jump teachers pay teachers
28. research paper outline
29. deanna jump
30. diamante poem
31. teacherspayteacher
32. hunger games lesson plans
33. teachers pay teachers.com
34. multiplication color by number
35. speech rubric
36. unit circle chart
37. solid shapes
38. teacherpayteachers
39. teacherspay teachers
40. cause and effect worksheets
41. amino acid abbreviations
42. outline template
43. bingo template
44. teacher's pay teachers
45. midsummer night's dream"" webquest
46. family feud powerpoint template
47. persuasive letter
48. sample business proposal
49. cinquain poems
50. memorial day literacy activities
51. report template
52. amino acid structures
53. teachers pay teachers login
54. behavior chart
55. www.teacherspayteachers
56. bingo board
57. grading rubric
58. grading scale for teachers
59. writing rubrics
60. www.teacherspayteacher.coms
61. teacher pays teacher
62. divisibility rules chart
63. mystery graph pictures
64. plot graph
65. end of year memory book
66. invitation letter
67. water cycle worksheet
68. reading logs
69. teacher grading scale
70. teachers pay teachers lesson plans
71. misskindergartenlove.com
72. end of the year glyph
73. teachers for teachers
74. civil war word search
75. cluedo game in spanish
76. donna glynn dr seuss clipart
77. kindergarten graduation speech
78. tutoring flyer
79. writing rubric
80. book report
81. weekly lesson plan template
82. bookmark templates
83. kindergarten writing prompts
84. sequencing worksheets
85. french valentine
86. plot diagram
87. punnett square worksheets
88. food chain worksheet
89. bowling powerpoint classroom game
90. carolea williams
91. animal classification chart
92. blank bingo board
93. grading scale chart
94. lesson plan templates
95. lined writing paper
96. stand and deliver writing prompt
97. teacherpayteachers
98. deanna jump grocery list
99. inspirational quotes for students
100. play script

Top 100 Customer Search Keywords within TpT August 2010 - May 2011

August 2010

1. back to school
2. free
3. math
4. reading
5. spanish
6. first day of school
7. place value
8. writing
9. grammar
10. science
11. back to school math
12. first day
13. hunger games
14. smartboard
15. scientific method
16. spelling
17. all about me
18. vocabulary
19. free downloads
20. lesson plan template
21. art
22. inspirational quotes
23. lesson plans
24. Spanish
25. music
26. calendar
27. classroom management
28. geography
29. english
30. french
31. interest inventory
32. parts of speech
33. beginning of the year
34. beowulf
35. ice breakers
36. kindergarten
37. computer
38. poetry
39. centers
40. guided reading
41. algebra
42. phonics
43. reading log
44. the hunger games
45. beginning of year
46. nouns
47. social studies
48. language arts
49. daily 5
50. lesson plan
51. alphabet
52. games
53. map skills
54. order of operations
55. short story
56. abcs for active kids
57. history
58. short stories
59. assessment
60. newsletter
61. behavior
62. geometry
63. lesson
64. facebook
65. government
66. houghton mifflin
67. weather
68. icebreakers
69. literature
70. maps
71. sentences
72. first day activities
73. study skills
74. the outsiders
75. lessons
76. plot
77. biology
78. hollywoods
79. literary elements
80. matter
81. genre
82. main idea
83. technology
84. drama
85. getting to know you
86. graphing
87. story elements
88. syllabus
89. Back to school
90. chemistry
91. literacy centers
92. reading comprehension
93. all about me poster
94. comprehension
95. context clues
96. sight words
97. smart board
98. attendance
99. multiplication
100. Free

September 2010

1. free
2. math
3. reading
4. spanish
5. place value
6. writing
7. back to school
8. grammar
9. science
10. scientific method
11. hunger games
12. vocabulary
13. spelling
14. main idea
15. smartboard
16. figurative language
17. nouns
18. beowulf
19. art
20. weather
21. poetry
22. order of operations
23. rounding
24. decimals
25. french
26. parts of speech
27. free downloads
28. plot
29. context clues
30. alphabet
31. theme
32. cause and effect
33. lesson plans
34. story elements
35. algebra
36. geography
37. matter
38. phonics
39. music
40. apples
41. comprehension
42. guided reading
43. point of view
44. characterization
45. money
46. fall
47. numbers
48. constitution
49. facebook
50. fractions
51. character traits
52. the outsiders
53. addition
54. multiplication
55. sight words
56. Spanish
57. geometry
58. all about me
59. halloween
60. reading
comprehension
61. the giver
62. to kill a mockingbird
63. computer
64. deanna jump
65. verbs
66. plants
67. lesson plan template
68. maps
69. language arts
70. daily 5
71. cells
72. centers
73. graphing
74. games
75. test
76. text features
77. the crucible
78. houghton mifflin
79. kim adsit
80. kindergarten
81. reading log
82. the hunger games
83. inference
84. water cycle
85. conflict
86. integers
87. sentence
88. the most dangerous
game
89. substitute
90. year long plan
91. landforms
92. behavior
93. freak the mighty
94. reading strategies
95. word wall
96. French
97. health
98. patterns
99. personal narrative
100. Novel studies

October 2011

1. halloween
2. free
3. math
4. Halloween
5. reading
6. writing
7. thanksgiving
8. spanish
9. hunger games
10. main idea
11. deanna jump
12. science
13. fractions
14. poetry
15. vocabulary
16. grammar
17. multiplication
18. figurative language
19. kim adsit
20. spelling
21. cause and effect
22. Keyword
23. nouns
24. smartboard
25. fall
26. place value
27. comprehension
28. pumpkin
29. pumpkins
30. weather
31. verbs
32. voting
33. money
34. phonics
35. guided reading
36. context clues
37. art
38. reading
comprehension
39. matter
40. algebra
41. Deanna Jump
42. kindergarten
43. centers
44. day of the dead
45. characterization
46. decimals
47. dia de los muertos
48. french
49. language arts
50. bats
51. free downloads
52. point of view
53. sight words
54. the outsiders
55. to kill a
mockingbird
56. the giver
57. reading log
58. theme
59. facebook
60. inference
61. order of operations
62. cells
63. year long plan
64. geography
65. compare and
contrast
66. macbeth
67. adjectives
68. explorers
69. everyday math
70. plot
71. summarizing
72. text structure
73. literacy centers
74. patterns
75. the crucible
76. division
77. canterbury tales
78. music
79. equations
80. rounding
81. spiders
82. fact and opinion
83. text features
84. Thanksgiving
85. character traits
86. lesson plan
template
87. numbers
88. alphabet
89. plants
90. scientific method
91. addition
92. book report
93. animal farm
94. nonfiction
95. sequencing
96. parts of speech
97. story elements
98. daily 5
99. frindle
100. literature
circles

November 2011

1. thanksgiving
2. christmas
3. Thanksgiving
4. free
5. math
6. deanna jump
7. kim adsit
8. reading
9. Keyword
10. writing
11. poetry
12. parts of speech, chants
13. multiplication
14. main idea
15. cause and effect
16. spanish
17. Christmas
18. fractions
19. hunger games
20. gingerbread
21. vocabulary
22. veterans day
23. figurative language
24. science
25. grammar
26. a christmas carol
27. free downloads
28. smartboard
29. Deanna Jump
30. christmas around the world
31. context clues
32. theme
33. thanksgiving math
34. weather
35. verbs
36. division
37. parts of speech
38. spelling
39. Kim Adsit
40. gingerbread man
41. voting
42. geometry
43. the giver
44. to kill a mockingbird
45. point of view
46. comprehension
47. sight words
48. winter
49. fact and opinion
50. inference
51. nouns
52. matter
53. money
54. order of operations
55. animal farm
56. macbeth
57. nonfiction
58. phonics
59. polar express
60. reading comprehension
61. decimals
62. facebook
63. the outsiders
64. kindergarten
65. literacy
66. bullying
67. the hunger games
68. algebra
69. place value
70. adjectives
71. centers
72. jump
73. native americans
74. addition
75. text structure
76. french
77. holiday
78. turkey
79. measurement
80. sequencing
81. persuasive writing
82. reindeer
83. games
84. graphing
85. guided reading
86. library
87. the best christmas pageant ever
88. adsit
89. numbers
90. pronouns
91. of mice and men
92. donna glynn
93. language arts
94. patterns
95. reading log
96. egypt
97. time
98. music
99. pilgrims
100. science fair

December 2010

1. christmas
2. Christmas
3. Interactive Whiteboards
4. deanna jump
5. free
6. winter
7. math
8. kim adsit
9. polar express
10. gingerbread
11. reading
12. writing
13. snowman
14. Keyword
15. poetry
16. penguins
17. holiday
18. fractions
19. hunger games
20. christmas around the world
21. grinch
22. snow
23. main idea
24. gingerbread man
25. grammar
26. cause and effect
27. Deanna Jump
28. christmas math
29. spanish
30. a christmas carol
31. reindeer
32. smartboard
33. figurative language
34. weather
35. science
36. Kim Adsit
37. geometry
38. january
39. literacy
40. free downloads
41. donna glynn
42. multiplication
43. jump
44. french
45. vocabulary
46. division
47. phonics
48. kindergarten
49. snowmen
50. verbs
51. free christmas
52. the giver
53. navidad
54. decimals
55. romeo and juliet
56. spelling
57. measurement
58. theme
59. place value
60. adsit
61. comprehension
62. matter
63. new year
64. penguin
65. christmas carol
66. holidays
67. macbeth
68. addition
69. centers
70. reading comprehension
71. compare and contrast
72. money
73. sight words
74. to kill a mockingbird
75. A Christmas Carol
76. christmas activities
77. fact and opinion
78. sequencing
79. adjectives
80. parts of speech
81. deana jump
82. december
83. guided reading
84. lord of the flies
85. text features
86. analogies
87. best christmas pageant ever
88. of mice and men
89. mythology
90. research paper
91. Spanish
92. economics
93. jeopardy
94. nonfiction
95. persuasive writing
96. spanish christmas
97. summarizing
98. the mitten
99. would you rather
100. family feud

January 2011

1. martin luther king
2. free
3. deanna jump
4. math
5. penguins
6. reading
7. poetry
8. fractions
9. kim adsit
10. writing
11. winter
12. valentine
13. Keyword
14. hunger games
15. 100th day
16. groundhog day
17. figurative language
18. measurement
19. main idea
20. spanish
21. valentines
22. valentines day
23. Deanna Jump
24. geometry
25. science
26. cause and effect
27. vocabulary
28. penguin
29. groundhog
30. grammar
31. money
32. task cards
33. free downloads
34. multiplication
35. weather
36. smartboard
37. 100th day of school
38. sight words
39. community helpers
40. context clues
41. comprehension
42. kindergarten
43. place value
44. chinese new year
45. reading
comprehension
46. snow
47. snowman
48. centers
49. martin luther king jr
50. Martin Luther King
51. Kim Adsit
52. Groundhog Day
53. verbs
54. spelling
55. adjectives
56. persuasive writing
57. text structure
58. matter
59. the mitten
60. art
61. french
62. inference
63. the outsiders
64. literacy
65. romeo and juliet
66. the giver
67. black history
68. phonics
69. macbeth
70. time
71. Spanish
72. the hunger games
73. 100 day
74. brooke perry
75. decimals
76. january
77. literacy centers
78. music
79. solar system
80. polar bears
81. space
82. theme
83. jump
84. new year
85. research paper
86. pronouns
87. nonfiction
88. division
89. lord of the flies
90. point of view
91. summarizing
92. to kill a mockingbird
93. assessment
94. black history month
95. fact and opinion
96. parts of speech
97. biography
98. games
99. text features
100. cara carroll

February 2011

1. free
2. valentine
3. math
4. deanna jump
5. dr. seuss
6. dr seuss
7. poetry
8. kim adsit
9. valentines day
10. Dr. Seuss
11. fractions
12. reading
13. valentines
14. presidents day
15. writing
16. hunger games
17. money
18. 100th day
19. measurement
20. Keyword
21. figurative language
22. spanish
23. dental health
24. geometry
25. weather
26. black history
27. grammar
28. science
29. main idea
30. donna whyte
31. Deanna Jump
32. cause and effect
33. smartboard
34. sight words
35. spring
36. vocabulary
37. community helpers
38. seuss
39. free downloads
40. comprehension
41. adjectives
42. Kim Adsit
43. cara carroll
44. 100th day of school
45. theme
46. kindergarten
47. presidents
48. probability
49. reading
comprehension
50. inference
51. phonics
52. multiplication
53. romeo and juliet
54. place value
55. context clues
56. march
57. spelling
58. addition
59. donna glynn
60. babbling abby
61. contractions
62. time
63. black history month
64. economics
65. numbers
66. to kill a mockingbird
67. text structure
68. the outsiders
69. propaganda
70. art
71. solar system
72. groundhog day
73. plants
74. centers
75. dr. suess
76. literacy
77. st patricks day
78. matter
79. compare and
contrast
80. dr suess
81. french
82. inferencing
83. teeth
84. persuasive
85. area
86. persuasive writing
87. facebook
88. idioms
89. fact and opinion
90. music
91. Dr. Suess
92. Valentine
93. chinese new year
94. fluency
95. guided reading
96. penguins
97. subtraction
98. telling time
99. point of view
100. text features

March 2011

1. deanna jump
2. spring
3. free
4. math
5. poetry
6. weather
7. kim adsit
8. reading
9. fractions
10. plants
11. measurement
12. money
13. writing
14. Keyword
15. st patricks day
16. easter
17. test prep
18. hunger games
19. spanish
20. Deanna Jump
21. geometry
22. main idea
23. probability
24. farm
25. figurative language
26. science
27. grammar
28. space
29. dr seuss
30. insects
31. donna whyte
32. dr. seuss
33. dinosaurs
34. addition
35. adjectives
36. fairy tales
37. cause and effect
38. cara carroll
39. st. patricks day
40. to kill a mockingbird
41. zoo
42. phonics
43. place value
44. kindergarten
45. centers
46. romeo and juliet
47. april
48. context clues
49. inference
50. contractions
51. vocabulary
52. sight words
53. literacy
54. economics
55. time
56. free downloads
57. march
58. theme
59. Donna Whyte
60. smartboard
61. Kim Adsit
62. Dr. Seuss
63. text structure
64. transportation
65. games
66. solar system
67. reading
comprehension
68. comprehension
69. multiplication
70. ocean
71. babbling abby
72. daily 5
73. guided reading
74. nutrition
75. donna glynn
76. water cycle
77. Easter
78. literacy centers
79. the hunger games
80. the outsiders
81. telling time
82. earth day
83. spelling
84. matter
85. persuasive writing
86. verbs
87. bugs
88. facebook
89. pronouns
90. the giver
91. Spring
92. animals
93. magnets
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