



# Author Visits with Heather Stigall

## Frequently Asked Questions

*Thank you for considering me for an Author Visit to your school or organization! I created this packet so you can learn about me and my programs and to address the questions I often get when someone is interested in having me present to their school. If you have other questions that are not covered here, please feel free to reach out. I hope we can work out a visit soon!*

*With appreciation,  
--Heather Stigall*

### What are the benefits of having an author visit our school/organization?

The goal of my author visits is to be a fun extension of learning for students. Some benefits students may gain from an author visit include:

- Showing that books are important and that authors are real and accessible people
- Helping students make a connection to stories in a meaningful way
- Motivating and inspiring students to read, write, and engage in the creative process
- Helping students see the role the author plays in the production of a book and understand the process of creating stories and book publication
- Showing the perseverance, dedication, downfalls, mistakes, and successes that lead to the creation of a book

### What have others said about your author visits?

*Our students love Miss Stigall! Children can definitely relate to sweet Paisley's story; and Miss Stigall's presentation was fun, interactive, and reinforced some big ideas...In addition, Miss Stigall was a delight to work with leading up to the event. She is organized, thoughtful, and prepared. The communication was wonderful.*

- Miss Manning, Art Teacher, Montessori School

*Miss Heather came to our elementary school for career day and taught us all about her journey to becoming an author. She was so encouraging and told the students what they can do now to start working on their own career goals.*

- Jennifer Anderson, Spring Grove School District

*My students and I absolutely loved our time with Mrs. Stigall. She was engaging, entertaining, and enthusiastic. We loved the props she brought and my students loved hearing her read. My students like asking questions and learning about how she wrote the book."*

- Cheryl Hutchinson, Kindergarten Teacher, New Eagle Elementary School

## ABOUT AUTHOR VISITS WITH HEATHER

**Can you tell us a little more about you and your books?**

Heather Stigall uses her experience with children and her degrees in Child Development, Psychology-based Human Relations, and Social Work to create stories that speak to kids. She is an active volunteer for the Eastern PA Chapter of the Society of Children's Book Writers & Illustrators, a member of the 12x12 Picture Book Challenge, and a wife and parent to five children and one pup. When she's not writing, you can find Heather hanging out with her kids (hopefully at the beach), reading, eating chocolate, baking, or creating all sorts of treasures. You can learn more about Heather and her books through her website, [HeatherPierceStigall.com](http://HeatherPierceStigall.com).

## HEATHER'S BOOKS

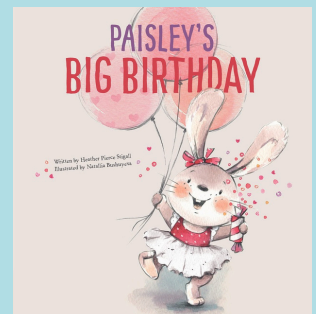


**GILBERT & THE GHOST**  
*Beaming Books 2025*

A ghostly tale of overcoming obstacles and finding friendship in mysterious places that Kirkus Reviews praised as "a surefire hit for readers looking for seasonal fun."

**PAISLEY'S BIG BIRTHDAY**  
*Clavis Books, 2023*

A sweet story about having patience as we grow. A Keystone to Reading Book Awards Nominee that is available in six languages. (first day of school sequel coming soon!)



[Free Educator Guides Available on My Website](#)

Contact Heather at [HeatherStigallAuthor@gmail.com](mailto:HeatherStigallAuthor@gmail.com)

# ABOUT AUTHOR VISITS WITH HEATHER

## PRESENTATION OPTIONS

### What kind of presentations do you offer?

- **Storytime with Sprinkles** (*best for pre-k to grade 1; 20-30 min.*) is an interactive read aloud of one of my books which might include props, audience participation, and songs. I also share a bit about being an author and do a brief Q&A. Optional “Extra Sprinkles” add-on includes an activity or craft related to the book (add an extra 20+ minutes).
- **How to Bake a Story** (*best for grades 1-3; 45-50 min*) includes an interactive presentation about the “ingredients” needed to bake a story that’s delicious! I share how I start with an idea and combine ingredients like character, setting, goal, obstacles, and plot to create a finished story. The session concludes with a read aloud of one of my books and Q&A.
- **How to Bake a Story – Master Chef Edition** (*best for grades 3-5 but can be adapted for older grades; 45-50 min*) includes all in the “How to Bake a Story” presentation but puts a special emphasis on revision. I also discuss the process of publication from idea to bound book.
- **Bake Your Story Writing Workshop** (*best for small groups of independent writers, typically grades 3-6 or older; 45-60 min*) is a hands-on writing workshop where I use props, games, and/or activities to help students combine the ingredients they need to create a story of their own. This is often an add-on to the How to Bake a Story presentation for a small group of student writers and can be tailored to focus on one aspect of story such as character, plot, etc.
- **Bake Your Masterpiece Story Writing Workshop** (*best for small groups of independent writers, typically grades 3-6 or older; 45-60 min*) is a hands-on writing workshop where I use activities and examples to focus on the revision process. Students will either revise a story together as a group or bring their own story to revise using my tips. This is often an add-on to the How to Bake a Story presentation for a small group of student writers and can be tailored to focus on one aspect of story.
- **Other Options:** Lunch with the author, family/community literacy night, career day presentation (tailored to age groups from elementary to adult), story time plus Q&A, autograph or meet & greet session and book distribution, picture book revision presentation (for adult writers). Custom programs to meet your needs also available – just ask!

### Do you offer virtual visits?

My presentations are best experienced in-person, but I do offer the option of virtual visits. All the listed presentations are available, but some may be modified for virtual platforms.

I also offer a limited number of free 20-minute virtual author Q&A sessions per year to schools whose students have read at least one of my books prior to the session (for any age).

### Do you offer full-day, half-day, or single presentations? How many presentations can you do in a full or half-day?

- My full day visit usually consists of 3-4 presentations/workshops plus book signing.
- My half-day visit usually consists of 2-3 presentations/workshops; this option is only available to schools within one-hour drive from my home (zip code 19312) OR if combined with a multi-school visit (for in-person visits).
- I offer in-person, single presentations only to schools within a one-hour drive from my home (zip code 19312); virtual single presentations are also available.

## FEES

### How much do you charge for an author visit?

Below are my preferred fees, but please don’t let cost prevent you from inviting me to your school. Read further for ways an author visit might better fit your budget. Contact me if you have budget concerns not addressed here. NOTE: Fees below are based on presentations being in the same building/location; travel fees (described below) may be added.

#### In-Person Author Visits:

- In-person, full day author visit: \$1000 (travel and lodging may be added)
- In-person, half-day author visit: \$600 (local only unless combined with multi-school visit)
- In-person single presentation: \$350 (for most presentations; local only)

#### Travel Fees:

- Up to 1 hour drive from zip code 19312, no travel fees
- 1 to 1.5 hour drive from zip code 19312, \$0.70/mile or current IRS rate
- More than 1.5 drive from zip code 19312, \$0.70/mile or current IRS rate (or train/airfare) + safe and clean hotel accommodations
- Note: travel fees may be shared between schools, if applicable

#### Virtual Author Visits:

- Virtual, full day author visit: \$400
- Virtual single presentation: \$100 (for most pres.)
- Virtual 20-min author Q&A: free (ltd. #/year; students must have read at least 1 of my books prior to Q&A)

Contact Heather at [HeatherStigallAuthor@gmail.com](mailto:HeatherStigallAuthor@gmail.com)

# ABOUT AUTHOR VISITS WITH HEATHER



## BOOK SALES

Can we hold a book sale to accompany your visit?

If you would like your students to have the opportunity to purchase personalized books, you have a few options for holding a book sale:

- **Partner with a local bookstore:** Support a community business by asking a local bookstore to order and deliver books to your school. Typically, the bookstore would take care of making an order form, placing orders with publishers, and ensuring delivery and returns, if necessary. Many also send a volunteer to make sure the book signing goes smoothly, and some offer discounts to schools that you can pass on to students or use to help fund your author visit. You can find an independent store near you by entering your zip code in [www.indiebound.org](http://www.indiebound.org) or you can use a chain store like Barnes & Noble.
- **Order books through a distributor of your choice:** Your school library might have a preferred company from which they order books (e.g. Follett or Ingram). You would be responsible for distributing order forms to students, collecting payment and tallying orders, and supplying the ISBN numbers and quantities of the books you want to order with the distributor.
- **Author supplied books:** Though I prefer schools support local bookstores, I can supply books for my author visits, but ONLY to locations withing driving distance from my home. In this case, you would be responsible for distributing order forms to students, collecting payment and tallying orders, and sending those to me so I can order the books. I have an order form prepared that you can customize and send home.
- **Note:** In all cases, orders forms will need to be distributed to students about 6-8 wks before the author visit with a deadline to return orders 2 wks after that (4-6 ks before the visit) to ensure enough time for books to be ordered, shipped, delivered, inventoried, and sorted.

## FUNDING OPTIONS

Do you have any ideas for how to fund an author visit?

- **Multi-school or multi-day discount:** Contact me if you would like to arrange an author visit with more than one school in your area on consecutive days or if you would like me to do a multi-day visit to your school. I may offer a discounted fee and you can share the travel fees between schools.
- **Book Sale:** If you choose to offer my books for sale to your students, you may be able to order them at a discount. You can charge students full-price and use the extra funds toward paying my fees. I may be able to discount my fees to schools who place a large bulk-order of my books (e.g., purchased a book for every student in the school). Please contact me if you would like to discuss options or if you would like to propose other ideas.
- **Need other ideas for funding an author visit?** Check out [35 Ways to Fund Author Visits](#) on The Booking Biz.

Contact Heather at [HeatherStigallAuthor@gmail.com](mailto:HeatherStigallAuthor@gmail.com)

# ABOUT AUTHOR VISITS WITH HEATHER

## SAMPLE SCHEDULES

### What might an author visit schedule look like?

Below are a few examples of schedules for full- and half-day author visits, but we would work together to customize an itinerary that works for your school (in advance of my visit). Please remember to allow time for set-up, break-down, movement and re-set between presentations, a meal break, and to autograph books, if applicable.

#### • Sample full-day option:

- 8:30-9:00 AM - Heather arrives, sets-up, and does a tech-check
- 9:00-10:00 AM - Large group presentation (ex. How to Bake a Story) with grades 1-2
- 10:20-11:20 AM - Large group presentation with grades 3-4
- 11:30-12:30 - Lunch break
- 12:30-1:00 PM - Interactive story time (e.g., Storytime with Sprinkles) with pre-k/kindergarten
- 1:20-2:20 PM - Small group workshop (e.g., Bake Your Story) with 20 students in grade 4 or 5
- 2:30-3:00 PM - Autograph or meet & greet session and book distribution

#### • Alternate full-day example:

- 8:30-9:00 AM - Heather arrives, sets-up, and does a tech-check
- 9:00-9:30 AM - Interactive story time with a large group (e.g., Storytime with Sprinkles) with grades K-1
- 9:50-10:50 AM - Large group presentation (e.g., How to Bake a Story) with grades 2-3
- 11:10-11:55 AM - Heather autographs books ordered (e.g., in a quiet space like the library)
- 12:15-1:15 PM - Lunch with the author (e.g., can be two consecutive lunch blocks with students)
- 1:30-1:50 PM - Break (Heather can eat lunch separately if "lunch with the author" is in the cafeteria)
- 2:00-3:00 PM - Large group presentation (e.g., How to Bake a Story - Master Chef Edition) with grades 4-5

#### • Sample half-day option:

- 8:15-8:45 AM - Heather arrives, sets-up, and does a tech-check
- 8:45-9:45 AM - Large group presentation (e.g., How to Bake a Story) with grades 1-2
- 10:00-11:00 AM - Large group presentation with grades 3-4
- 11:15-11:45 AM - Autograph or meet & greet session or small group session (e.g., lunch with students, classroom visit story time with pre-k/k, etc.)

## AUTHOR WISHLIST

### What requirements are needed to host a visit at our school?

- A good working, wireless microphone (or headset) for groups larger than 40 people
- A digital projector, screen, computer/laptop, and a working internet connection
- Tech support (someone at-the-ready to help with any technical glitches and to set up)
- A table at front of room for props
- Drinking water
- Time to eat lunch/a meal for full-day visits
- Classroom teachers (or equivalent number of staff) must be prepared to stay in attendance during my presentation to encourage appropriate behavior and redirect, as needed
- My schedule must allow for at least a 30-minute set-up and tech check before presenting and at least 15-minutes transition between presentations

### What other things are nice to do before you arrive at our school?

- To get the most out of your author visit, it's helpful to build excitement and familiarize students and staff with my books prior to my arrival. Some ways to do this are:
- Advertise the author visit on the school/organization website or calendar
- Read one or more of my books and discuss it with students
- Explore the educator guides created for my books and use one or more of the activities provided with your students or create your own
- Share my biographical information with students, families, school staff, and the community
- Prepare potential questions for me before my arrival
- Send families information to pre-order books
- Information about my books and educator guides can be found on the books page of my website [www.HeatherPierceStigall.com](http://www.HeatherPierceStigall.com)

### What about during the visit?

#### Can we take photos or recordings?

- My in-person visits are designed to be interactive with audience participation. I may ask educators for assistance choosing student volunteers and facilitating the Q&A part of my presentations. Note: similar accommodations will be needed for virtual visits.
- It's helpful to let me know your school's quiet signal and to have someone act as timekeeper to give me a 5- or 10-minute warning before the end of each presentation time.
- During presentations, still photos are welcome and encouraged. Please feel free to share these on social media (and tag me!), your school website, and local media sources.
- However, audio and video recordings are not permitted without prior consent.

Contact Heather at [HeatherStigallAuthor@gmail.com](mailto:HeatherStigallAuthor@gmail.com)

# ABOUT AUTHOR VISITS WITH HEATHER

## READY TO BOOK?

### NEXT STEPS/HELPFUL DETAILS

What specifics do I need to consider before booking an author visit?

- **Your Schedule**
  - Consider when during the school year you'd like to have me visit and whether your schedule permits me to come for a full-, half-, or multi-day visit.
  - Please note that my schedule can fill up several months in advance, so if you have a particular date or week in mind, it's best to contact me several months prior.
  - In addition, if you choose to have a book sale, you need to allow enough time to order books in advance of my visit. I'm happy to reserve a date (with a signed contract) and work out details later.
  - NOTE: No date will be confirmed unless the signed contract is received.
- **Your school, student population, and objectives**
  - Consider what grades and the number of students you would like to participate in an author visit. Look at the presentations and programs I offer to determine what will be most beneficial for them.
  - NOTE: To best accommodate developmental levels and to ensure students' connection to a presentation or workshop, consider splitting groups by age/grade ranges.
- **Your budget**
  - See "Fees & Funding Options" for my preferred fees and ways you can work with a budget
  - Contact me if have budget concerns.



*Thank you for all you're doing to prepare your staff and students for our author visit! I look forward to seeing you soon!*

I'm ready to book! What do you need from me now?

- School/organization's name, address, phone number
- Preferred contact person's name, email, and cell number
- Preferred month/week you prefer for the visit and your flexibility
- Preference for in-person or virtual event
- Preference for full or half-day visit or single presentation
- Grades you would like included in the visit
- Total number of students and approximate number of participants in each session
- Any budget concerns
- Preferred program(s)/presentation(s)
- Interest in including a book sale (optional but encouraged)
- (Optional) Interest in a family literacy night, meal with staff, PTA presentation, etc.
- (Optional) Interest in partnering with a local school to share travel fees
- Send all (or as much as you have) to [HeatherStigallAuthor@gmail.com](mailto:HeatherStigallAuthor@gmail.com)

What can I expect next?

- **Contract:**
  - Once we confirm a date and iron out the details, I will send a simple contract for you to review and sign so we can understand each other's expectations.
  - NOTE: No date will be confirmed unless the signed contract is received.
  - I can also provide an invoice, if required
- **Other paperwork:**
  - I am prepared to send a W-9, criminal background check, and child abuse background check
  - If you require any additional paperwork, please send this information to me at least 8 weeks in advance of our scheduled visit.
- **Prepare for the visit:**
  - Please send me clear instructions for things like parking, directions, check-in procedure; please also have a tech person at the ready and staff prepared to be in attendance during the visit.
  - Be sure you have reserved suitable space(s) for my presentation(s) or a virtual platform link with log-on instructions.
  - Build excitement (see "Author Wish List")!

Contact Heather at [HeatherStigallAuthor@gmail.com](mailto:HeatherStigallAuthor@gmail.com)