**WRITER SELF-REFLECTION TOOL**

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| CORE MOTIVATIONS FOR LEADING WRITER VISITS AND RUNNING WORKSHOPS |
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| SKILLS |
| Well-developed  | Under-developed |
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|  | **Already embedded** | **Currently trying** | **Would like to try** | **Examples of what has worked well** |
| MARKETING |
| Do you have a clear well-defined offer  |  |  |  |  |
| Do you have an elevator pitch |  |  |  |  |
| Do you articulate your offer on your website (how well do you use your website as a marketing tool for workshops?) |  |  |  |  |
| Are you clear about the value you offer? |  |  |  |  |
| Do you use social media for linking with schools? |  |  |  |  |
| Do you actively connect with possible clients on social media? |  |  |  |  |
| Do you have a healthy network of writers and friends who know you deliver workshops and are prepared to champion you? |  |  |  |  |
| Do you have a profile on local searchable author databases? |  |  |  |  |
| Are you registered with local and national literacy organisations? |  |  |  |  |
| Do you have a profile on national searchable author databases? |  |  |  |  |
| To what extent do you actively look for advertised workshops and residencies? |  |  |  |  |
| Are you aware of opportunities to network? |  |  |  |  |
| Do you pitch your offer to local schools? |  |  |  |  |
| Do you actively seek funding opportunities to run workshops where there is a need? |  |  |  |  |
| Do you actively gather recommendations and testimonials? |  |  |  |  |
| Do you work with your publisher to identify opportunities? |  |  |  |  |
| Do you reply to children’s letters, social media questions etc? |  |  |  |  |
| PRESENTATION |
| Do your presentations have a clear structure? |  |  |  |  |
| Do you consider your presentation method based on audience needs? |  |  |  |  |
| Are your presentations and workshops about your audience, not about you? |  |  |  |  |
| Do you practise your presentation regularly? |  |  |  |  |
| Do you have a good knowledge of your audience and their needs? |  |  |  |  |
| Do you practise your storytelling and readings? |  |  |  |  |
| Do you use visual aids and props (if necessary)? |  |  |  |  |
| Do you use your surroundings / consider options for locations for your workshops other than the obvious? |  |  |  |  |
| Have you considered your answers to the most asked questions? |  |  |  |  |
| Are you flexible enough to change if the situation requires? |  |  |  |  |
| Have you got a back-up for when everything goes wrong? |  |  |  |  |
| Do you learn from the best and seek opportunities to learn from exceptional workshop leaders and presenters? |  |  |  |  |
| Do you ask for feedback? |  |  |  |  |
| UNDERSTANDING OF THE SCHOOL CONTEXT |
| Do you have a good working knowledge of the relevant sections of the National Curriculum? |  |  |  |  |
| Do you have a clear understanding of the context in which children learn to read and write? |  |  |  |  |
| Do you seek opportunities to learn from teachers (such as co-mentorship)? |  |  |  |  |
| SELF DEVELOPMENT |
| Do you seek shadowing opportunities with experienced writers? |  |  |  |  |
| Do you attend public events to learn from experienced writers (eg. young people’s events at literature festivals)? |  |  |  |  |