



How to LOVE TEACHING Again

Portfolio
9780593539736 | TR
4/4/2023 | 256p. | \$18.00



Meet
JAMIE SEARS




She's an educator, mom of 5, and the founder and CEO of **Not So Wimpy Teacher**, the most popular teaching resource brand on the internet.

A NOT SO WIMPY PLATFORM

 250K  (public) 205K
 40K  (private groups) 246K
 19K total members across 4 groups

Jamie's content includes workshops, lesson plans, worksheets, and classroom inspiration. The newsletter offers free tips, while the Not So Wimpy Teacher web store sells over 400 teacher resources at price points up to \$75, generating over **50,000 5-star reviews**.



"About a month ago I joined Not So Wimpy Third Grade Teacher's Facebook page. Now I'm obsessed."

"I took the Not So Wimpy Math Workshop masterclass this summer and I loved it! It really gave me a clear idea and plan of what I want to do for my math block this year."

"Obsessed doesn't start to explain how much I love these units! Easy to prep, time-effective, and engaging for my students. THANK YOU!"

AN ANSWER TO THE TEACHER BURNOUT CRISIS

A June 2022 Gallup poll found that K-12 teachers have the highest burnout rate of any job in the US, with 44% feeling "always" or "very often" burned out. *HOW TO LOVE TEACHING AGAIN* responds to this crisis with **empathy, optimism, and practical tools**.

JAMIE'S MESSAGE TO K-12 TEACHERS EVERYWHERE, IN HER OWN WORDS

"It's my mission with this book to help you fall in love with teaching again. To start, I'm going to walk you through a fun exercise where you get to define—for yourself—the kind of teacher you want to be. And yes, that's a good teacher. *A great teacher, actually. An exceptional teacher.* The kind who gets letters in the mail years or even decades down the road from her students, thanking her for the difference she made in their lives. I wanted to be that teacher and I know you do too.

So: If you're ready to get started, I'm ready to help you.

Let's fall in love with teaching, shall we?"



MARKETING PLANS FOR HOW TO LOVE TEACHING AGAIN

September: Back to School cover reveal

November/December: Influencer campaign launch

- Education entrepreneurs and influencers will join for exclusive early content
- Designed to reach teachers outside Jamie's core grade levels

January: Pre-order campaign launch

- Pre-orders incentivized with free goodies from Jamie's web store

April: Advertising campaign

- Digital ads on education sites to target teachers directly

May: Teacher appreciation week

- Social campaign with giveaways
- Influencer push