



Pathway
2 SUCCESS

TPT seller

Tips & Tricks

Finding Success as a
TPT Teacher-Author!

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Getting Started

Note: If you already have a Teachers Pay Teachers seller's account, you can skip this page.

If you're not yet signed up as a Teachers Pay Teachers seller, it's easy to start. [Click here](#) to sign up as a seller. You do have the option of starting with a free seller account or upgrading to the premium membership. Most sellers start with a free account and upgrade later (which I'll get to on another page).

Click here and then enter your information.

Under "personal information", you will need to enter a PayPal email address or Dwolla account ID.

Teachers Pay Teachers

About Us | Blog | FAQs & Help | Gift Cards

All Categories ▾ SEARCH

Log In | Not a member? Join for Free | Cart ▾

Home ► Signup

BECOME A MEMBER

Choose the right TeachersPayTeachers account for you.

STANDARD MEMBERSHIP	SELLER UPGRADE	PREMIUM SELLER UPGRADE
FREE	FREE	\$59.95 annually
<ul style="list-style-type: none">Download FREE resourcesBuy products from the catalogRate and comment on products	<ul style="list-style-type: none">Download FREE resourcesBuy products from the catalogRate and comment on products	<ul style="list-style-type: none">Download FREE resourcesBuy products from the catalogRate and comment on products
	<ul style="list-style-type: none">Sell items and earn <u>Royalties</u>Unlimited product postings	<ul style="list-style-type: none">Sell items and earn <u>Royalties</u>Unlimited product postings
		<ul style="list-style-type: none">Homepage product placementHigher RoyaltiesLearn more
JOIN NOW	JOIN NOW	JOIN NOW

This is how TPT will pay you, so it's important! If you don't already have one of those, you can go and [sign up for a Dwolla account](#) or [PayPal account here](#). Once you register for the account, you are ready to go.

Then, you'll have to start off by uploading a free product first before you can upload any paid products. This gives buyers a chance to see your work before they purchase anything from you. If you don't have a free product ready to upload, go ahead and make one right away!

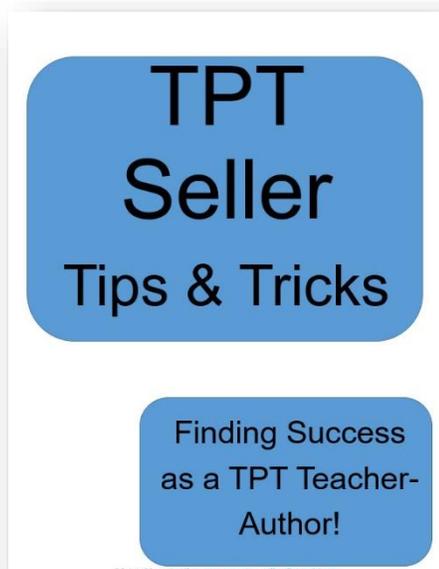
Making Quality Products

The single most important thing you will learn as a teacher-author is that your products must be high-quality. All of your products should look professional, clean, and filled with strong content that purchasers would be significantly interested in. This even applies to freebies, especially because potential buyers will judge your quality of work on your free downloads.

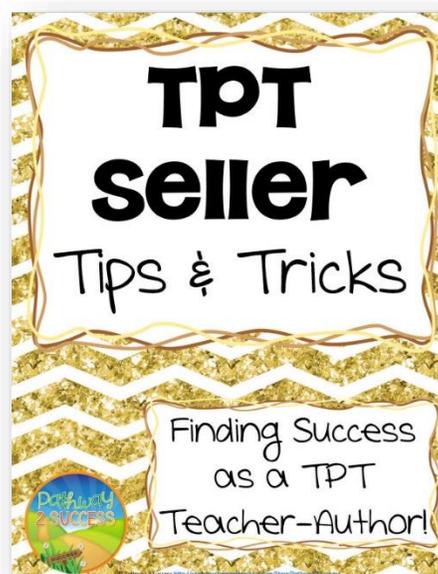
Part of making quality products is often including unique clipart and fonts. While not every document requires clipart or special fonts, they can go a long way to help a normal or boring resource really stand out.

Beginning sellers often search Teachers Pay Teachers for free clipart. Just make sure whatever you download and use is for commercial use, since these are products you will be selling. [Click here](#) to get started and find some free clipart resources on TPT. Once you find some clipart artists that you like, it's very helpful to invest in some paid clipart for a unique look that helps products stand out. Also, make sure to give credit to these artists by adding their name to a credit page at the end of your document.

Before Clipart & Fonts



After Clipart & Fonts



Notice the difference in how professional the document looks before and after fonts and clipart. Quality fonts and clipart really enhance the quality of documents.

Using PowerPoint

Many sellers often start creating products using Microsoft Word because it is something they are familiar with. However, the vast majority of teacher-authors quickly switch over to PowerPoint. While it might seem odd at first to create word documents in PowerPoint, there are many benefits.

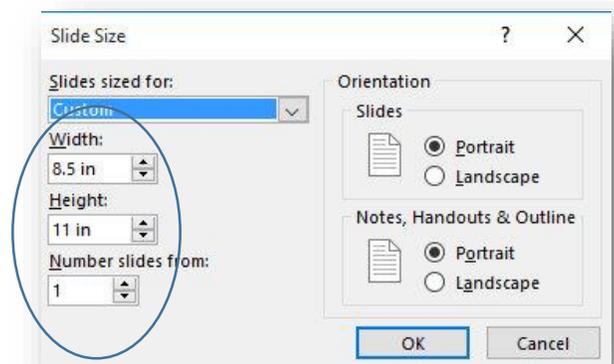
First, you can easily copy over slides from page to page. This makes creating templates simple and effortless. For example, even within this document, each page is essentially the same: each page has a title, a border, and text fill in the body. By copying the slides from page to page, it is easy to retitle each page and change the body text.

Also, PowerPoint is much more graphic-friendly. You can easily add pictures and clipart from your own files. Then, move the graphics around to fit the specific needs of your document.

If you are not yet comfortable with PowerPoint, give it a try. Here are some guides and tutorials if you need an extra hand getting started:

- [Microsoft PowerPoint Training Videos & Tutorials](#)
- [Beginner's Guide to PowerPoint](#)

To begin creating a printable-sized document, you do need to change the slide size. Click on design at the top menu, and then click "slide size". For a portrait view, change the width to 8.5 and the height to 11. For a landscape view, just switch those around.



Once you have finished a document that you are ready to upload and share, make sure you save it as a PDF. This makes it so others cannot edit your document or claim it as their own.

Great Covers

Great covers can be the difference for whether or not your products stand out. As potential buyers are shopping on TPT, they will be looking at a small thumbnail picture of the cover your product. That means that the title needs to be big and legible from a distance. This is how your products will be judged within seconds of being seen, so it's critical. Below are examples of what customers will see from the search screen.



Phonics Syllable Cards - 568 Cards and ALL syllable types

By Pathway 2 Success

Syllable Flash Cards with All Syllable Types These Phonics Syllable Cards are a printable set of 568 syllable cards broken into the six syllable...

Subjects: English Language Arts, Reading, Phonics
Grades: Kindergarten, 1st, 2nd, 3rd
Types: Activities, Printables, Literacy Center Ideas

\$4.00

10 ratings
★★★★ 4.0

Digital Download
PDF (1.88 MB)

ADD TO CART

WISH LIST

This is an example of one of my earlier designs that is more difficult to read when the

cover is small. The font in the title "Phonics Syllable Cards" should be increased and maybe even changed to a bolder font that would be easier to see.



Social Skills Cue Cards for Middle and High School

By Pathway 2 Success

Social Skills Cue Cards - Social Skills Reminder Cards These social skills cue cards for middle and high school include 30 different prompts for...

Subjects: Special Education, School Counseling, School Psychology
Grades: 6th, 7th, 8th, 9th, 10th
Types: Activities, Printables, Scripts

\$5.99

1 rating
★★★★ 4.0

Digital Download
PDF (15.04 MB)

ADD TO CART

WISH LIST

This cover includes large lettering and bold colors to help the title stand out when it's tiny.

The larger letters make it easier to read and more visually appealing.

Additionally, adding pictures of the product pages or task cards right on the cover helps buyers also see what they are getting. You don't have to do this for every product, but it is something to experiment with.

Again, you'll probably need to download some [free clipart](#) and [free fonts for commercial use](#) to really get started.

Adding Copyright Information

As a teacher-author, it's important to protect your work. Your work is your own that you've spent hours and hours creating, and others should know that whether they purchase it from your store or see a copy of a worksheet in the copy room.

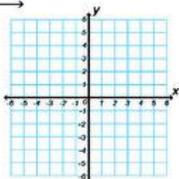
The Number System (NS)

Name: _____ Date: _____
Mathematics Assessment

10. Draw and label -3 on the number line.



11. Graph $(3, -2)$ on the coordinate grid.



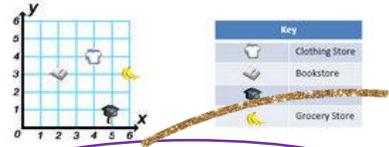
12. What inequality does the number line show?



13. Put the numbers in order from least to greatest.

-4 -2 $\frac{7}{10}$

14. Using the coordinate grid, where is the bookstore?



© Pathway 2 Success <http://www.teacherspayteachers.com/Store/Pathway-2-Success>

The first step in doing this is to add copyright information to every page of your documents. In very small font (size 8 or 9), write ©, the year, and then your store name or actual name, depending on what you use. You may also want to add a link directly to your store. This helps protect your work so others may not pass it off as their own and gives others your store information in case they like what they see and want to buy more.

© Pathway 2 Success <http://www.teacherspayteachers.com/Store/Pathway-2-Success>

You should also add a copyright page that you can copy and add at the end (or beginning) of every document. This copyright page is really a "Terms of Use" page, that needs to explain to those who download that they cannot post or share the document with others. Here is some sample language to use:

Permission is granted to copy pages specifically for student or teacher use only by the original purchaser or licensee. The reproduction of this product for any other use is strictly prohibited. Copying any part of the product and placing it on the Internet (even a personal/classroom website) is strictly prohibited. Doing so makes it possible for an Internet search to make the document available on the Internet, free of charge, and is a violation of the Digital Millennium Copyright Act (DMCA).

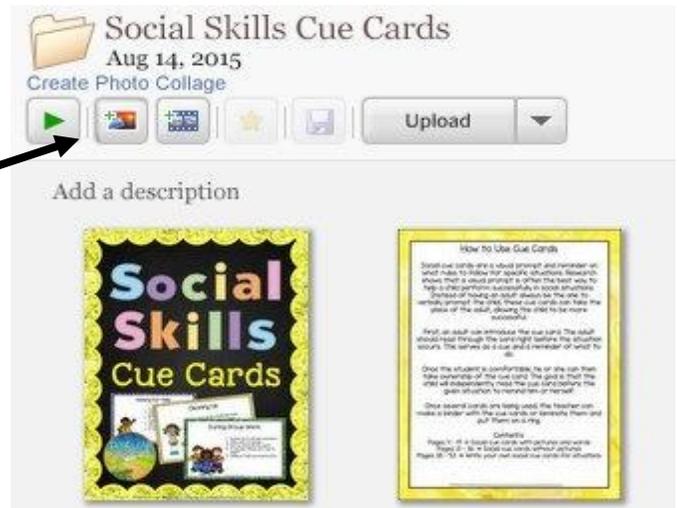
Making Previews

Preview files are important because they are a glance at your overall paid products. They give potential buyers a chance to see what they would be buying. Good previews are a critical way to increase your sales since many buyers don't even consider purchasing something they can't get a good look at.

One easy way to make previews is to use Picasa. It is a free photo editing and organizing tool by Google. You can [download it for free here](#).

To make a great preview, follow these steps:

1. Go into your PowerPoint document. Go to File > Save As > Change the File Type to .PNG. This will save all of your slides as images that can be used in your preview. You can choose whether to save all the slides or choose which to save as PNGs.
2. Open Picasa and find the PNG files you just saved. Hold Control and click on the files you'd like to add to a preview.
3. Click "Create Photo Collage" at the top left.
4. Rearrange the files in a way that shows off some pages, but also doesn't "give the product away" by showing too much.
5. You can also experiment with different collage styles. A picture pile is when the photos are spread apart and layered, while a mosaic and grid arranges the photos in rectangles and squares around page.
6. When you have the design you want, click "Create Collage".
7. Add text to the collage if you want, to highlight the number of pages or types of materials in the product.
8. Export the collage with it's original size. Then, you are ready to upload that as your preview file on TPT.



Finding a Niche

Many successful sellers pinpoint some of their success to finding a niche. This is a particular area or type of product that you specialize in. Since there are so many sellers creating new products on TPT, it's important to be unique. Finding your special niche can help with that.

A specialty might be a particular product type, such as task cards, interactive notebooks, assessments, no prep worksheets, clipart, interactive PowerPoint lessons, or something else. You can review all the different resource types by scrolling over "See All Resource Types" on the front page of TPT.

You may also want to consider finding a niche in a certain subject, such as reading, mathematics, high school science, or Spanish.

Use these questions to help guide you in finding your niche:

- What resource types do I make really well?
- Do I make any resources that are particularly unique?
- What subject(s) do I most specialize in?
- What grade levels do I most specialize in?
- What areas am I most passionate and interested in?

It's very common to not know what your niche is right away. It often takes sellers making several different products and experimenting with different ideas to find out what works best. Start with what you know and love to do and work from there.

Once you see success with something, make similar products that would complement each other nicely. This will eventually help you bundle your products together, which I explain on the next page.

Making Bundles

Bundles are a great win-win for both sellers and buyers on TPT. A bundle is when products with a similar theme are put together in a zip file and sold at a discounted rate. Not only will the buyer get a great discount on products they want, but the seller will be selling all the bundled products at once, which means bigger earnings.

Before you can make a bundle, you'll need to have at least three or more similar products that would work nicely together. If you don't have this yet, think about which product(s) of your sell the best. Consider what other products you could make that would go along with those products and begin working on it right away.

Once you have the products, making the products into a bundle is simple.

1. Create a new cover with the name of the bundle. You may want to show covers of the included products on the new bundle cover. This helps buyers see exactly what they are getting.
2. Put all the product files into a folder together.
3. Select all the files. If you are on a PC, right click and choose "send to" "compressed (zipped) folder". If you are on a Mac, right click the files and choose "Compress items".
4. Rename the compressed zip file to the name of your new bundle.
5. Make a preview of all the products using an image tool, such as Picasa.

Once you complete those steps, you are ready to upload your new bundle. In the product description, make sure you give specific details and a link for each individual product in the bundle. You want buyers to be completely clear about what they are getting.

Upgrading to Premium Membership

There are two types of seller accounts: free and premium. Many new sellers fret over whether or not to upgrade to a premium membership because it costs \$59.95 per year. However, upgrading to a premium membership quickly pays for itself once you begin selling items. With a free account, you earn 60% of your sales minus 30 cents free for each transaction. With the premium account, you earn 85% of your sales with no transaction fee with purchases \$3 or more (there is 15 cent transaction fee for sales less than \$3).

In other words, the premium membership costs about \$5 a month. If you are making or plan on making at least \$5 a month, the fee is easily worth it since you will make more money on each individual sale.

Consider this table below. Let's pretend that each product sold is \$5 so that we can have a standard number of sales.

If you sell...	\$10	\$20	\$50	\$100	\$200	\$500	\$1000
With a Free Basic Account, you will earn...	\$5.40	\$10.80	\$27	\$54	\$108	\$270	\$540
With a Premium Account, you will earn...	\$8.50	\$17	\$42.50	\$85	\$170	\$425	\$850

The savings add up VERY quickly when you consider the difference between a premium and basic free account. The sooner you upgrade, the more money you'll have earn. If you are planning on taking TPT selling seriously, it's really a no-brainer to upgrade as soon as possible. [Click here to upgrade now.](#)

Using Pinterest to Promote Products

There are many ways you can use social media to help promote your products. Many newer sellers often start with Pinterest. It's easy and really pretty fun to get started.



Pathway 2 Success

www.thepathway2success.com

I am a middle school special education teacher looking to share resources with others. Visit my TpT store: www.teacherspayteachers.com/Store/Pathway-2-Success

First, [create a free account here](#). Write a short description of you and your store, with a link to your TPT store.

Next, you can begin following people that you're interested in right away or you can make your own boards. Your boards should be focused and specific. For example, you might have a board called "Elementary Science" instead of "Science" or "Teaching". Search for topics and pin items that are really interesting to you. Great images and pictures of materials in action are best.

When you are ready to pin some of your own items, you can upload an image from your computer or pin straight from your product on TPT. Just remember to pin other non-paid ideas, materials, and websites more than you are pinning your own so that you can interest your audience. Some say you should pin 5 or more other pins for every one of your own promotional pins.



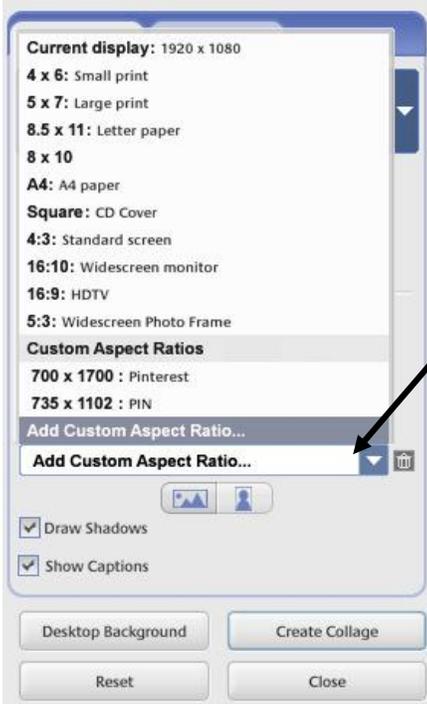
Making Awesome Pins

Learning to make great pins is a skill. TpT sellers often repin the front cover of their products. While this is a good start, your pins are much more likely to be repinned when the pins include photos and words that draw someone in.

Using photos is a great way to incorporate visuals into your products for pinning. One option is to take your own photos, especially pictures with the product in use. Take pictures in your own classroom. If you have kids, set your children up at the dining room table using your product and snap a few shots.



Another option is to download free stock photography for use in your pins. Some sites that offer free stock photography for commercial use are: Unsplash, MorgueFile, and Pixabay. Just make sure the pictures are allowed for commercial-free, public domain use.



Once you find a great picture, you can use Picasa (a free program) to create a collage with it. Pin size is also important. The best size for pins is 735 pixels by 1,102 pixels. To do this, first create a collage. Then, click "Add Custom Aspect Ratio" and choose 735 x 1102 pixels. This will create a new "Pinterest Template" for you to use over and over.

Feel free to add your logo, text, and even show a few pages of the product in the pin.

Collaborative Pinterest Boards

Collaborative Pinterest boards are a great way to get your pins out there for others to see. They are boards created by one author invites several other people to post within the board.

One great way to find collaborative Pinterest boards is a website called Pingroupie.com. On this website, you can search for any terms or keywords that might bring up collaborative boards of interest to you. For example, you might want to search for “middle school”, “math”, “special education”, or “teaching reading”. Once you find a board that you’d be interested in joining, click on the link in blue. Often, the owner of the board will list their email on top of the board so you can email him/her and ask to join. Sometimes boards are “closed”, though, and no longer accept new pinners, so you have to check.

Once you get set up with some boards, make sure to read and follow their rules. Many collaborative boards have rules, such as pinning 3 content pins for every paid item, or pinning only 3 times a day. Remember to be respectful and follow these rules.

Collaborative board titles are listed here.

Enter your search terms here.

Title	Category	Pins	Collaborators	Followers	Likes p.1	Repins p.1	Last Crawl
Math	education	5409	70	12859	2	14	3 days ago
Teaching: Kids	education	1595	51	2587	16	106	10 months ago
Teaching: Kids	education	1600	47	2602	18	92	7 months ago
Teaching: Kids	education	1571	43	2662	12	76	4 days ago
iHN Math for Homeschool	education	293	26	5776	7	45	4 days ago
K-2 Math Inspiration	education	158	25	1306	1	18	4 days ago
Math Math Math for Grades 4, 5, 6	education	773	20	1630	4	53	5 days ago
Elementary Math	education	450	16	274	0	1	8 hours ago
Anchor Charts for Math	education	178	12	842	0	33	19 hours ago
Primary Math	other	160	8	390	1	0	1 day ago

Starting a Blog

Starting a blog is a great way to gain followers, have your name and products in search results, and connect with other teachers. Additionally, blogging can be a creative outlet that may help you think of new ideas for products.

Two of the most popular free blogging sites are [WordPress](#) and [Blogger](#). While blogging might seem overwhelming at first, it's simple to get started and will likely help you develop ideas and connect with others.

Here are some simple blogging tips:

- Set a schedule for blogging regularly. It's good to start with blogging at least once a month. This is to keep your blog current and active in web results.
- Have your spouse or a friend check your blog regularly. They can help to give reminders if you are lagging behind in making regular blog posts. This can help keep you motivated.
- Blog about topics you are most comfortable with. Pretend like you are blogging to a group of teacher friends or coworkers. That will help you keep a relaxed and friendly tone while still focusing on education topics.
- Keep a list of ideas to blog about. This list may help you when you know you need to make a post, but can't think of anything at the moment. It's a good spot to come back to from time to time.
- Use real pictures from your classroom and your products to incorporate into your blog. It will help your blog establish more readers and followers.
- When you're feeling extra creative, make draft blog posts that you save and hold on to for posting at a later date. For example, you may want to have a couple blog posts already written and ready to go for the beginning of the year since it may be difficult for you to blog during the back to school time.

Using the TPT Seller Forums

The Teachers Pay Teachers Seller Forums are a great way to learn, connect with others, hear about new TPT news, and get feedback from more experienced sellers. To get there, hover over “My TPT” and click on “Seller’s Forum”.

Once you get there, you will see many different forum boards and topics. Before posting, make sure to read “Please Read this First”, where TPT explains the forum rules and essential information. Then, go ahead and introduce yourself under “Welcome, Introduce Yourself”.

Here are some of the major advantages to becoming active on the TPT Seller Forums:

- Asking questions when you’re unsure about something. Experienced sellers will often reply to you very quickly.
- Learning about TPT news from TPT staff themselves. This includes sales and new ideas they are considering implementing.
- Sharing your milestones and successes with others. There is a forum section dedicated JUST to this! It’s great to share and feel encouraged by others.
- Connect with others through blogs, Facebook, Pinterest, Instagram, and more.
- Hear about conferences, meet-ups, and get-togethers where you can actually meet face-to-face with sellers in your area.
- Ask for feedback on a product design or idea. Many sellers are happy to give thoughts and advice to help you with your products.



Having a System

Once you have established that you're planning on taking TPT selling very seriously, it's important to get into a routine and having a system for getting things done efficiently.

The first order of business is setting up an efficient work station. Ideally, you will want to set up your computer in an office or room where you can close the door to really get focused and in the zone. Similarly, if you are in need of computer upgrades, now is the time to do it. A faster computer with the right programs can make all the difference in getting your work done quicker and better. One change that has been very helpful for a number of sellers is having two monitors at the computer. This becomes increasingly helpful when you are multi-tasking, moving folders around, searching for clipart, and researching on the web. It's also advised that any upgrades like this be discussed with a tax consultant, as they could be considered tax write-offs.

When you're not at the computer, it's helpful to keep journals or notebooks nearby to jot down ideas, table of contents, and plans for projects you're working on.

At times when you don't have a lot of time to work, but want to get started on a project, start with just a skeleton or outline of the document. Begin the cover, table of contents, and just a rough idea of how the project will be constructed. Then, when you do have time to come back, it will be much easier to get the ball rolling.

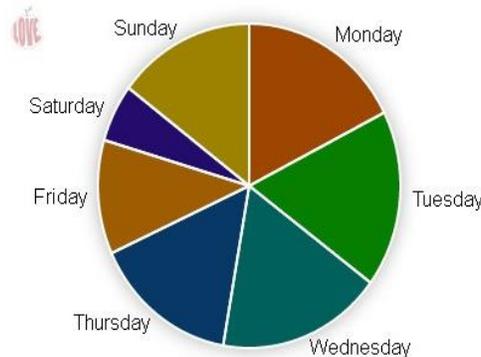
Some sellers also schedule time on a daily or weekly basis to dedicate to TPT. Consider when you'll want to make time to blog, pin, and work on creating new products. If you are busy with work and home, setting up times to focus on these tasks will be essential so that you stick with a plan.

Tracking Your Data

Once you've sold some materials and find that you're making progress, you should also take time to look at your data. Sales data will help you make critical decisions about which types of products to make more of, when to raise or lower prices, and which days of the week are better for promotions.

Tracking sales for days of the week can make the biggest impact on knowing which days to sign up for promotions on TPT. This

year-to-date pie chart shows percentage of sales for each day of the week. Using this data, it appears the best day for this seller would be Mondays, Tuesdays, and Wednesdays.



DoW totals for all-time

Monday:	17.54%
Tuesday:	17.65%
Wednesday:	17.57%
Thursday:	15.43%
Friday:	11.38%
Saturday:	5.76%
Sunday:	14.68%

While you can use excel on your own to chart some data, using the website [Teachers Love Data](#) can really help you optimize your data and save you critical time in the process. [Click here to analyze your own data.](#)



Search for a Teacher Author

Seller Name

Pathway 2 Success

Permanent link to this search - Right-click the link to bookmark

Seller	Position	Products	Voting
Pathway 2 Success	Rank 845 Position ▲ 10 Page 17	155 Products	4.0★ (651 votes)

© Pathway 2 Success <http://www.teacherspayteachers.com/Store/Pathway-2-Success>

Even something so simple as tracking your rank over time can help you identify if what you are doing is working. Are you moving up quickly relative to those around you? You can [search for yourself free here.](#)

Creating a Brand

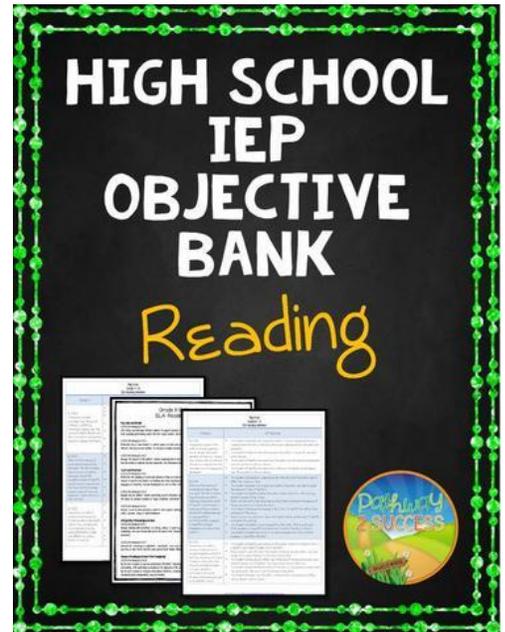
Creating your own personal style and brand is an important step to take as a TpT seller. Your brand includes how you style your covers, your TpT page, logo, and any social media that you use.

If you are already feeling strong about being a serious seller here, you might want to invest in your own unique logo and banner designed by a graphic artist. It's a great investment and well worth the money! Many clipart artists on TpT also design logos, banners, and blogs, so that is a great place to start. To inquire about which artists might be available to make your logo, you can ask in the TpT forums [here](#).

Many sellers instead use a photo of themselves, which can also be a successful strategy.

Once you have a logo you love, put it everywhere! That includes putting the logo on all of your product covers and social media accounts.

Many buyers also work on creating a similar look for each other their product covers. This allows buyers to instantly recognize a product of yours.



Before



After

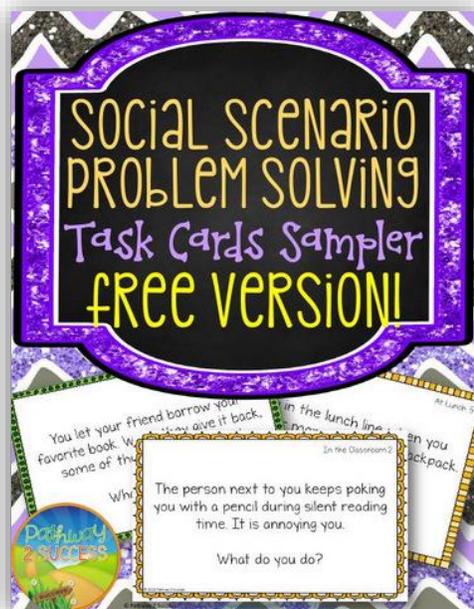
To the left is an example of what a difference a professional logo can really make! The first is the “before” logo and the second is the “after” logo made my a graphic artist ([Laine from a Little Peace of Africa](#)).

Freebies with a Purpose

Free products can be a great way to attract new buyers and followers. With that said, it's important not to give the bulk of your products away for free either. When you create new freebies, aim to make "freebies with a purpose." That means that the product is free but links to some other larger product of yours that is paid.

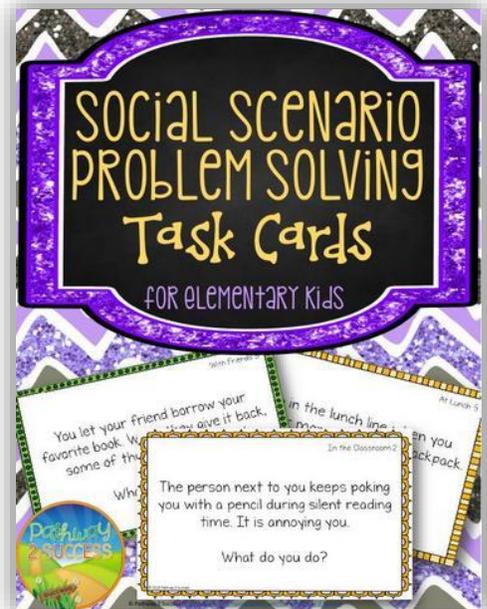
One simple way to achieve this is to use an already-made paid product and select just a few pages of it for your freebie. This can be a very successful strategy because more people will download your freebie, causing several new potential buyers to gain interest and even get "hooked" on the paid product. This is an especially useful strategy for task cards, flash cards, and products with lots of worksheets, since just a few pages can be easily extracted and made into a new, free document.

Even if you are making a new freebie that is not directly connected to a paid product, still make sure you are always linking to other paid products that are related in some way. You should always have "freebies with a purpose".



This free product is a sample of a larger, paid product. Create a page within the free document to link to the paid one!

Free version Paid version



Cross Linking Products

Cross linking products is when sellers use a product's description to link to other similar products. It is a highly effective technique for encouraging buyers to view more of your materials and essentially buy more!

To create a link, type or copy this text right into the product description. Replace PRODUCT URL with the product address of the item (keep those quotes there, though!) and replace TEXT YOU WANT TO SEE with the text you want to show up.

```
<a href="PRODUCT URL">TEXT YOU WANT TO SEE</a>
```

For example:

```
<a href="https://www.teacherspayteachers.com/Product/3rd-Grade-Math-Assessments-Common-Core-All-Standards-1361797">3rd Grade Math Assessment</a>
```

Will show:

[3rd Grade Math Assessment](#)

Below is an example of how you can cross-link products on a product description.

Helpful tip: Writing — will make a thick dash.

Helpful tip: before a text, with at the end will bold words.

Other Study Skills Materials

- Executive Functioning Lessons & Activities
- Executive Functioning Bulletin Board

Buy the Bundle and SAVE Over 20%!

- { Executive Functioning & Study Skills BUNDLE! }

This bundle includes a total of 132 pages targeting executive functioning and study skills necessary for academic success at the middle and high school level. The bundle includes lessons and worksheets teaching study strategies and ways to improve executive functioning skills, lessons and printables for helping students create SMART goals, and an executive functioning bulletin board with posters.

- { Guidance and Counseling MEGA BUNDLE }

This is a huge mega bundle with over 350 pages ideal for guidance counselors, school counselors, school psychologists, or special education teachers looking to get all of their materials in one place. It focuses on academic skills, study strategies, anger management skills, confidence building, perspective taking, developing goals, and encouraging kindness to others.

Click on the graphic to the left to see an example live on TpT.

Links on Your Banners

Your store homepage contains valuable real estate space that is sometimes forgotten. There are two main areas on your store front that allow you to use links: your top store banner, and your side column banner. While it is nice to have images for these sections, it is also important to link those areas to somewhere else in your store.

To do this, go to your seller dashboard, scroll down, and select “[Customize Your Store](#)”.

MARKETING & PROMOTIONS

-  Promote Your Products on TpT
Purchase high traffic promotional space
-  Throw a Sale
Entice new buyers with special discounts
-  Customize Your Store
Upload your own banners
-  Download a Widget for Your Blog
Create banners for your site to link to TpT
-  Purchase Newsletter Promotion
Submit a product to be featured

Next, you will be able to upload your banners. You can use a banner you've created yourself or a banner you've purchased. Once you have uploaded the file, next make sure you enter the correct link for where you'd like that image to redirect. Some common ideas might be to:

- Link to a specific product
- Link to a specific custom category, such as bundles
- Link to your most recent/new items

Once you have finished linking for your top store banner, make sure to do the same with your side column banner. It's up to you if you want both banner to link to the same or different places. It's just important that they help redirect your customers to somewhere that they might want to purchase more items.



Click on the image to view the store banners and links on TpT.

Getting Started on Twitter

Twitter is a great way to collaborate and connect with others on social media. If you don't yet have an account, [sign up here](#). Once you create a new account, choose "Edit Profile" to set a profile and background picture. Many TpT sellers use their logo as their profile picture which helps others recognize their store quickly.

Also under "Edit Profile", you are able to add details about who you are, your location, and your website. Use the website space to link directly to your blog.

Next, you'll have to go ahead and find others to follow. You can start by [following Teachers Pay Teachers!](#)

You can also use the Teachers Pay Teachers forums to help you find other sellers to follow. Many say that the best way to increase your followers is simple- just follow others!

To make a new Tweet (message to your followers), add text with a tip and link to one of your pins or products. The text can be up to 140 characters. Use [Google's URL shortener](#) to help reduce the space each url takes up.

You can even click on "Media" to add a picture of your product to your post.

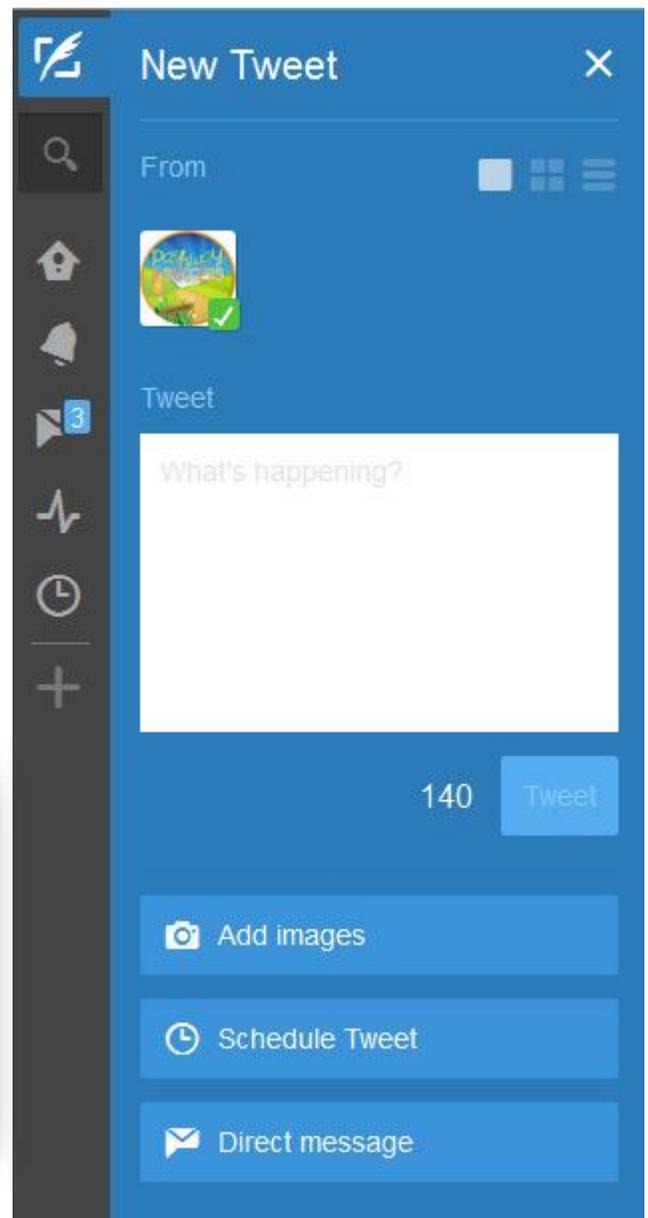
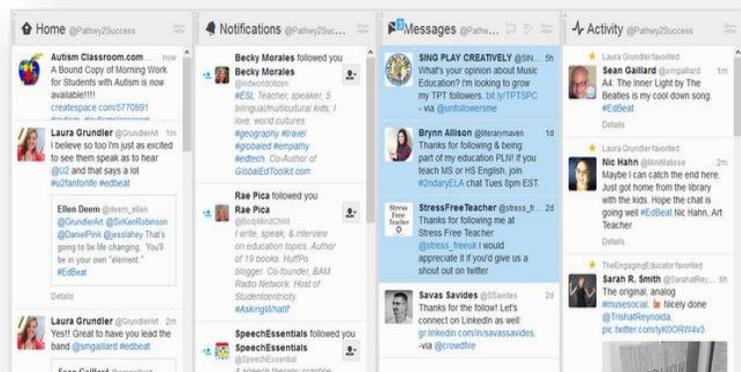


Using TweetDeck

[TweetDeck](#) is a free online application by Twitter that helps users easily see and send messages. The website uses multiple columns to help you organize your tweets. The main pages starts off with sections for your home feed, notifications, messages, activity, and area for you to create your own tweets.

One amazing feature of TweetDeck includes being able to schedule your tweets. That means you can write a message and have it sent out to your followers while you are actually away or asleep!

TweetDeck is an extremely helpful tool when you are involved in Twitter Chats. With Twitter Chats, a moderator often sends out a list of questions that will be answered at certain times. Using a specific hashtag (such as #tptchat), Twitter users will reply to the questions, all engaging in a conversation. These chats can be a great way to connect with other sellers.



Milestone Achievements

Many TpT sellers are known to celebrate when they reach certain milestones. There are official TpT milestones as well as personal milestones, including number of followers, sales, and more.

The Official TpT Milestones are the following amounts in earnings: \$20k, \$75k, \$500k, \$1 million, and each million after that. These milestones are special because when you reach them, TpT will send you an email asking for you to submit a freebie or flash freebie. TpT will then showcase that item on their Facebook page, where it will gain lots of viewers. While TpT gives you the option of whether to submit a freebie or flash freebie, I highly recommend submitting a flash freebie, which is an item that is normally a paid item that you agree to offer free for 7 days. Lots of people will download your item, follow you, and even purchase other items of yours.

When selecting a flash freebie, it's important to select an item that:

- Reflects your store as a whole
- Is a product that is linked to other bundles or paid items of yours
- Shows your BEST work (as this item will be showcased for lots of people).

Don't worry too much about the price of the item. It's more important that you choose your best high-quality product to share with others. You will earn much more in followers and future buyers than you will lose in sales!

Right before you list your flash freebie as a free item, you should also take a screenshot of all your [statistics](#). Then, you can easily compare your views and downloads both before and after the promotion.

Common Seller Q & A

Q: How many free products should I have?

A: Many sellers say that you should have no more than 10% of your items as free items. This is important because freebies should share what type of work you create without giving everything away. If you have more than 10% of your items as freebies, consider making some of them paid items.

Q: A buyer rated a product poorly. What should I do?

A: Reply to the customer by telling him/her you are sorry that they are unhappy with their purchase. Ask the buyer if there is anything you can do to help improve the product. While this type of rating is often taken personally by sellers, sometimes you can learn the most in this way.

Q: A buyer is asking for a refund. What should I do?

A: Tell the customer that you are sorry that they are unhappy. Kindly advise them to contact TpT who can offer a refund. While some sellers feel that no refunds should be given, it is more advantageous for you to keep all buyers happy. Your reply will also reassure future buyers that you CARE about their experience.

Q: I see some sellers offering products free for the first 24 hours. Should I do that?

A: Some sellers do this, but I do not actually advocate for this strategy. If you offer products free for a certain period of time, you will encourage new people to follow you, but not necessarily because they want to BUY from you. A better option is to offer the product 50% off for 24 hours. This encourages new followers but also doesn't give products away for free.

Q: How do I increase my number of followers?

A: Followers often come slowly over long periods of time. Include space in each of your products (often on the copyright page) to remind buyers to go to your page and follow you for new products. Some sellers also offer promotions (such as new products being 50% off for first 24 hours) to gain followers.

Q: When should I focus on social media?

A: Social media can be a great strategy to attract new buyers, but it shouldn't be a focus until you have a good number of products set up in your store. Don't focus too much on social media until you have at least 30 products in your store or so as a base.



Thank you for downloading this file! I hope you enjoy using it. Please consider finding other products on my TpT store at <http://www.teacherspayteachers.com/Store/Pathway-2-Success>.

I also have a blog at: www.thepathway2success.com

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Thank you VERY much for your purchase! Once you have used this product, please leave a rating on [my TpT store](#) to earn 5% off purchases in TpT credits.

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RebeccaB
Designs



Lindy du Plessis

Paula Kim Studio

