

Julie Lavender
Asheville CWC 2026
Writing for Children for the Educational Market

Writing for Children for the Educational Market
Asheville Christian Writers Conference, 2026
taught by Julie Lavender

author of *Children's Advent Stories for Bedtime*; *Children's Bible Stories for Bedtime*; *Jumbo Bible Word Search Puzzle Book*; *Strength for All Seasons: A Mom's Devotional of Powerful Verses and Prayers*, and *Raising Good Sons: Christian Parenting Principles for Nurturing Boys of Faith and Character* (Penguin Random House), *A Gingerbread House* (End Game Press), & *365 Ways To Love Your Child: Turning Little Moments Into Lasting Memories* (Revell)

What exactly is the educational market?

The educational market includes books written and published mainly for school libraries, but also includes those sold to public libraries and to the homeschooling market.

Writing for the educational market is considered work-for-hire.

Work-for-hire, write for hire, work made for hire, WFH – used interchangeably.

WFH:

- * publisher's idea
- * publisher retains copyright
- * quick turnaround
- * pays one-time fee

Very specific guidelines from publisher for each project. Usually in a series.

One of those guidelines will be the ATOS level of the book. To find the ATOS level of a passage, upload into this analyzer tool:

<http://www1.renaissance.com/Products/AcceleratedReader/ATOS/ATOS-Analyzer-for-Text/lang/english>

Educational Opportunities:

- * Standard books – written for a specific age or grade level, usually ties in with curriculum

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* Hi-Lo books – High interest, lower reading level (for students not reading on grade level and/or reluctant readers)

* Curriculum

* Lesson plans

* Test passages

Book packager – the “middleman” – completes a project as requested by book publisher. Packagers don’t distribute, sell, market, or promote books. Their job is to assign a writer, and often collect the photos/illustrations, to complete a book project at the publisher’s request.

Where to start?

- Research publishing houses by checking out:

* libraries

* *Children’s Writer’s & Illustrator’s Market*

* *Writing for the Educational Market* by Laura Purdie Salas

* SCBWI’s *The Book*

* EvelynChristensen.com

- Next:

* request and study catalogs (or look at catalogs online)

* study website

* study books

- Write samples:

* Use other books in series as mentor texts

* Write 2 or 3 samples in different grade levels

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What to include in an introductory packet:

- * cover letter
- * resume
- * publications list
- * writing samples

Few Notes about Educational Writing

- * No agent required.
- * Easier for newbies, but still challenging;
- * Don't plan on getting rich!
- * Rewards beyond measure!

Additional resources:

Highlights Foundation – offers in person and virtual classes

AnnetteWhipple.com

FB group: Work-for-Hire Author Support Group

Children's Writer's Word Book

Thanks for attending my class! I'd love to hear about your work for hire success stories!!! Please connect with me at julielavenderwrites.com and on social media to tell me about ANY of your writing successes! I love talking about writing with fellow writers! It's my joy to pray for writer friends and encourage them, too! Let's connect!

<https://www.facebook.com/JulieLavenderAuthor>

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I'd be honored if you'd check out my books. You'll find them listed at the top of the page. May God bless your writing adventures!