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# OCTOBER SALES TIPS

**OMG, IT'S OCTOBER. IF YOUR SALES EFFORTS HAVEN'T TAKEN OFF, IT'S TIME TO TRY SOME "IN YOUR FACE" IDEAS FOR MAKING SURE STUDENTS ARE IN THE KNOW.**

## 1. CREATE A SENSE OF URGENCY

Call it a sale. Call it a discount. And make sure they know it's for a limited time.

## 2. HELP A PARENT OUT

Do you have an epic car-rider line at your school? Put up signs and banners that parents and guardians will see. Go to [YearbookDiscoveries.com/shop](http://YearbookDiscoveries.com/shop) to order some! Make sure you've got a spot in the grade-level newsletter. Repeat the message as often as possible.

## 3. CASH IN ON VISIBLE AREAS

Got a chain-link fence? Use foam cups to spell out "Buy a Yearbook." Make an A-frame or sandwich board sign and have staffers walk around with coupons at sports events. It's silly but it gets attention.

## 4. HOST A CONTEST

Do grade-specific sales drives where the grade-level that buys the most books in a week gets some sort of prize. Free ice cream sandwiches at lunch? More recess for elementary students? The options are endless.

## 5. STAGE A SCAVENGER HUNT

One school hid plastic dinosaurs all around the school and introduced the scavenger hunt via Twitter. The students who found them got yearbook discounts and free autograph supplements or dust jackets.

## 6. GET SOME GIFT CARDS

You have big corporate businesses (McDonalds, Starbucks, etc...) that aren't allowed to place ads in your yearbook. However, they may want to support your efforts in other ways. Ask for gift

cards and coupons you can use to as giveaways for your contests.

## 7. USE BUILT-IN FUNDRAISERS

Create yearbook packages in eBusiness that combine books with personalization options like name plates or name stamps. Include autograph supplements and dust jackets too. Price these items so you are making a bit of profit off of each sale. Enroll in Sales Assist and Yearbook Order Center, and you're already virtual.

## 8. PLASTER THE SCHOOL

With posters, of course. Put a poster in areas where students are sure to see like bathroom stalls, next to the clock in classrooms, at the cafeteria entrance, above water fountains, on mirrors. Make sure to tell students how they can buy a book by posting folders of order forms or by sending them to [YearbookOrderCenter.com](http://YearbookOrderCenter.com).

## 9. TAKE OVER A BULLETIN BOARD

Get into the Halloween holiday spirit with messages like, "Didn't buy a yearbook yet? That's scary!" Consider posting yard signs in heavy traffic neighborhoods — with permission, of course. You can get some at [YearbookDiscoveries.com/shop](http://YearbookDiscoveries.com/shop).

## 10. BE SUPER SOCIAL

Don't forget to use social media to support your sales. And remember, it's usually not the kids you need to reach. It's the moms, dads and grandmas, so if they follow your principal's Twitter account, make sure they help you out with a tweet or two.

