

THEY WILL BUY...

Being in the yearbook makes it more “needed”

Inclusive coverage is a valuable part of every yearbook. Not only does it raise the staff's credibility, it also adds to the number of yearbooks sold. The more students that know they are in the book, the more books you are likely to sell. It's a proven fact. Those who know they are included, buy the yearbook. So think of ways to let students know that they have been pictured or quoted.

Often, staffs will post an updated index in the halls and common areas of their school every so often showing which students have already appeared in the yearbook. Or they let students know they've been included with pre-designed “You're in It” post cards, specifically for those who haven't yet bought a yearbook. The message — “You're in it and here's how to buy it.” — encourages action.

Staffs can also use an “ACD” (all-coverage device) to reach coverage goals. These reappearing mods or marginalia ask a common question and appear on numerous pages throughout the book, allowing many more students to be included. Promoting that and getting that feedback could help sales, as students know their responses may appear in the book.

You could reach out to specific clubs or student groups and devise a contest with a proposed incentive that will reward the group with the highest buy rates. Alert the different teams, clubs and organizations of the contest, tell them they are in the book and whichever group provides the most sales will be awarded in a way that you and the staff choose. You could also increase sales by taking advantage of eShare. Promote the program to let students and parents know they can submit photos for possible inclusion in the yearbook. This is an appealing option for students and could persuade them to buy a yearbook if they know their photos may appear in it.

- Set a staff goal as to how many times you want to try to include each student in the yearbook, in addition to the class portrait. This number will vary by school size and book size. Two or three inclusions per student in the school is both a worthwhile and workable goal.
- Many staffs keep a list of people they need to avoid in random candid photos and quotes because those students are certain to receive coverage due to their high level of school involvement.
- Using an inclusionary device that has photos and/or quotes of several students as part of each content spread throughout the book can mean many more people are covered.
- Keep a running index after each deadline submission and post it on campus where it is sure to be noticed by students. This is a quick way to let students know where they are included in the yearbook.
- Prior to yearbook sales events (and after pages have been submitted), use “You're in it!” postcards to let students who have not yet purchased a book know what pages on which they are already included.

All staffs have different ways of achieving their coverage goals. Your job comes in by aiding them in promoting the yearbook in fresh, new ways. Encourage involvement throughout the school and create campaigns that surround the yearbook staff's coverage goals.

