

PROMO IDEAS

It's always a good time to sell your book. Try these time-tested tips.

Physical promotion

- ▶ Place posters, signs and banners in restrooms, on lockers, in the library, gym, office and around the community. Change these every few weeks to keep attention.
- ▶ Use foam cups to spell a word in a chain-link fence. Write on sidewalks with chalk.

Build interest with photos

- ▶ Create a slideshow to kick-off sales. Park a projector in the cafeteria and show off your best photos during lunch.
- ▶ Set up an Instagram for your yearbook and publish sneak peeks every month.
- ▶ Create YouTube videos. There are great examples already online.

Direct to parents

- ▶ Send eBlasts to parents with sale details.
- ▶ Post sale info on the school's website.
- ▶ Sell yearbooks at open house and parent nights throughout the year. Have technology ready to process payment.

In the club

- ▶ Publish a list of people who have purchased a book. Hang signs around the school asking, "Are you on the list?"
- ▶ Team up with another class or organization to help promote sales.