

MORE ONLINE

Check out LearnYBK.com for more inspiration, guidance and skill-building.

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A guide for new advisers.

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TEAM AND LEADERS
Cultivate the community that works.

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An overview of the basics.

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It unites the verbal and visual.

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SELLING YOUR BOOK

HOW TO YEARBOOK

HERFF JONES  BY YOUR SIDE.

five

TAKEAWAYS

YOU MUST LEARN TO BE SUCCESSFUL

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- 2 **Financial planning**
Stay financially afloat and keep organized with eBusiness. **p. 10**
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WHAT'S INSIDE

SELLING YOUR BOOK



MIKE SIMONS

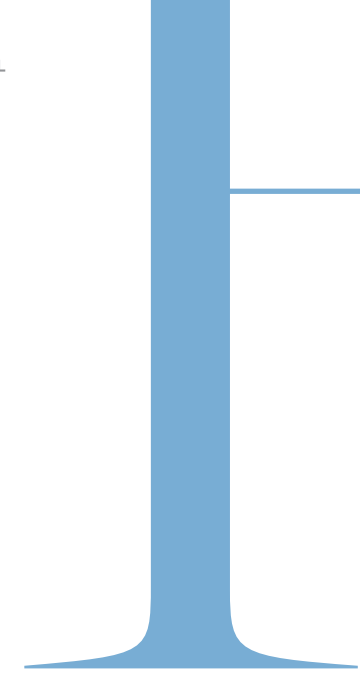
"I ask students, what's the number one job of a yearbook staff, and some smart kid raises their hand and says, 'to preserve and record the history of the year.' That's adorable, and you are so wrong. If unsold books are still sitting in a bunch of cardboard boxes, in the back of my office at the start of the next school year, that's literally money in a box."

YEARBOOK ADVISER
CORNING-PAINTED POST
HIGH SCHOOL
CORNING, NY

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REDONDO UNION HIGH SCHOOL • REDONDO BEACH, CA



YEARBOOK IS
BIGGER THAN A
PRINTED PIECE.
AT YOUR HANDS
HISTORY IS MADE.

SELLING YOUR BOOK

WORDS
TO KNOW**Business manager**

- ▶ An organized, precise and effective communicator who maintains budget, campaigns for selling both books and ads to increase community buy-in, as well as motivating the staff.

Call to action

- ▶ In sales and advertising, usually the final line of a persuasive message. For example, "Buy Now!" or "Call today!" These should be creative.

Customer

- ▶ Buyer of a yearbook or advertisement, and any potential purchaser.

Distribution

- ▶ Yearbook Day, the best day of the year, the day you give students the books they have purchased. You worked for this day. Celebrate!

Income

- ▶ Money raised from ad and book sales or fundraising profits.

PRO-TIP

Work to build a spotless reputation for your program. Act in a professional, business-focused manner at all times. Hold staffers to higher standards and make sure they understand their position in the school community.

Marketing

- ▶ A general reference to promoting and selling products or services.

Overruns

- ▶ Extra books produced. These are shipped to you to cover any damaged or defective books. You may sell these books or follow the policy for getting them credited.

Overselling

- ▶ Selling more books than originally ordered. Once your copy count is set, it's set. Contact your rep immediately if you find yourself in this situation.

Profit

- ▶ The amount of money in your account after all expenses are paid.

Prospect

- ▶ A potential customer.

CHASE OVERTON • NORTH CROSS SCHOOL • ROANOKE, VA

**Sense of urgency**

- ▶ Goes hand-in-hand with call to action. The driving force to buy a book before it's too late or the price increases.

Tiered pricing

- ▶ Multi-level pricing can be used to create a sense of urgency to buy and also to give buyers the sense that they are getting a better deal by buying earlier in the year.

Yearbook Order Center

- ▶ Located in our Kansas City plant, consider these folks part of your sales staff. We provide professional order takers for toll-free phone orders as well as free online book sales. They enter sales directly into eBusiness for you.

**TAKE
STAKE**

Pay attention to all of the people who have a stake or interest in your book. Produce a product they would be proud to keep forever.

YEARBOOKS ARE PRODUCTS

Whether included in tuition or sold copy-by-copy, yearbook programs are businesses.

You make a product which pays its bills, and you earn money to invest back into the business.

The experience gained through selling books and ads, creating budgets and tracking income teach executive-level functioning and 21st-century skills.

Every staffer plays a role in selling and promoting the book. Some staffs may not have a dedicated business department, but all staffers help with community buy-in and buying.

BMW

EVERY
ASPECT
OF YOUR
WORK IS
**PRACTICAL
EXPERIENCE.**

Skill-builder

MISSION CONTROL

Write a mission statement.

- ▶ Every great company has a clear, precisely worded mission statement.
- ▶ It should reflect the values and personality of the publication. It should call staffers to a higher purpose rather than an obvious statement about producing a yearbook, making a profit and covering each student — which are all important, of course.

- ▶ Have students research mission statements of their favorite companies.

- ▶ Have a brainstorming session looking at how those companies' mission statements fit them. What are their values? Does your experience as a customer fit the company's mission statement?

- ▶ In small groups, write several mission statements. Vote on a winner and post it in the classroom.

- ▶ Don't overlook the importance of setting a vision and a plan for your staff.

YOUR BUSINESS STAFF

 **Essentials ▶ Learn the parts and functions of the business staff.**

Staffers must:

- ▶ Promote, sell and distribute the book and accessories.
- ▶ Sell ads to seniors, parents and businesses.
- ▶ Raise awareness at school and in the community.

GOT POPS?

POPS stands for Parents of Publications Students. These parents could be called upon to chaperone, help with work-night snacks, and even find guest speakers — a great idea for teaching business skills.

Checklist

Make your business plan.

- Plan a budget with your Herff Jones rep — and make sure it balances.
- Plan and execute sales campaigns for both books and ads.
- Involve the entire staff in promotional efforts and equip them to be successful.
- Track book and ad sales, and update eBusiness regularly.
- Organize and proof ads on pages. Ensure every one is included and correct.
- Plan, organize and execute marketing and social media campaigns.
- Plan, organize and execute distribution.

RECRUITING BUSINESS-MINDED STAFF MEMBERS

- ▶ If you don't have a business manager, recruit from the student body. This may be the perfect spot for a junior or senior looking for an elective.
- ▶ Consider recruiting staff members from business classes or clubs, such as DECA or FBLA. Every aspect of your work — selling yearbooks, selling advertising and raising additional funds — is practical experience.

- ▶ Business staff must be trustworthy and mature. They are sometimes tasked with handling money and interacting with parents and business owners.
- ▶ The ideal business manager is organized, precise and an effective communicator.
- ▶ Sales and marketing falls on everyone. Remind writers, designers and photographers they have to promote the book as much as they obsess over their work.

PLANNING A FOCUS GROUP

 **Expert** ► Understand the importance of the customer.

Keep the point in mind

- Avoid sharing your opinions. The point is to find others' opinions.
- Do not become defensive. Be open to constructive criticism.
- Students tend to complain about the cost of the book or lack of a mascot on the cover. Just thank them for their opinions and ask questions to uncover their real wants. Usually these comments mean they feel they are not included.
- Bring enough of your previous year's books, so students can look through and find examples of things they like or dislike. Push them to explain why they like or dislike something.
- Consider sharing ideas or preliminary spreads from the current book in progress. This may create a nice buzz for the yearbook.

JAYSON DOOLITTLE • COTTAGE GROVE HIGH SCHOOL • COTTAGE GROVE, OR



TUTTLE HIGH SCHOOL • TUTTLE, OK



DEFINING FOCUS GROUP

People assembled to participate in a guided discussion about a particular product before it's launched, or to provide ongoing feedback.

The book is for the school

- It's one thing to *think* you're creating a product consumers want, it's another to know for sure. It's essential for your buyers to be as excited and happy with their purchase as you are.
- Hosting focus-group discussions and compiling information at either the beginning or end of a school year is a great way to get input. It's also a great way for non-staffers to feel invested in its outcome.

Make it a grade

- Have staffer teams write and share the results of their focus-group sessions.
- As a class, discuss the useful information. What was surprising?
- Make a list of action items. Even if the input is vague or unhelpful, you still went through the process of gathering information and building relationships. That's valuable.
- Consider requiring teams to follow up with their focus groups as an additional assignment.

BUY-IN VALUE

Focus groups are meant to get ideas for coverage and theme, but they're also great at extending your reach to students.

Skill-builder

PICKING GROUPS

Group discussions are simple to host.

- Come up with criteria for your groups. Consider building groups around buying habits: Non-buyers, every-year buyers, freshmen and sporadic buyers.
- Another way to group students is whether they were covered in last year's book.
- Finally, choose students who are good at communicating their opinions and who seem to know the pulse of the student body.
- Participants should not know why they were chosen, but simply that their opinion matters.
- Set aside times and places for your meetings. Conference rooms are ideal.
- Provide food and drinks as an incentive and to break the ice.
- Have questions written ahead of time.
- Consider staff groups of three: A question asker, a conversation mover and a scribe.

FINANCIAL

PLANNING

Essentials ▶ Understand the importance of organized finances.

How many books?

▶ Average the number of books sold for the past four years. Track every book or package sale using eBusiness.

▶ If you have not tracked sales in the past, look at your publication agreements and the number of boxes of books you have left. Now, raise your right hand and pledge to use eBusiness. Better yet, give a trusty student ownership.

▶ List of all of the books to set aside before distribution — those for archives, staff use, administration, library, contest entries, etc. Most schools need to set aside 16–20 books. Don't forget the superintendent's office. It's good PR.

▶ Mark your copy-count deadline on the calendar. Check eBusiness and contact your rep if your count changes. (Generally, deadlines are December for spring delivery books, May for fall delivery books.)

▶ Unsold books are bad news! If you overestimate your sales and end up with extra books, you still have to pay for them.

▶ Overselling is worse news. Once your copy count is set, it's set. Contact your rep immediately if you find yourself in this situation.

FOCUS ON SALES

One of the easiest ways to reduce your cost per copy is to sell more books. Book sales are your best profit center.

What price structure?

▶ Look at your final annual budget for the last three to four years. Consider costs beyond production. Do you need new cameras? Computers? Workshop expenses?

▶ Divide your total expenses by the number of books you plan to sell to determine the "real" cost.

▶ Try a tiered-pricing system with three prices. The highest price is the "regular" price and the lower prices allow for discounts.

▶ Consider the economic state of families in your school community. What are students paying for music, movies, clothing or books compared to last year. What are area schools charging for comparable yearbooks?

▶ Consult your rep at the beginning of the year to discuss your wish list. Will you have an upgraded cover or paper? More or fewer pages?

Now, go sell!

▶ Find resources for selling your book at LearnYBK.com.

▶ Consider offering the Plus One app to create greater value.

▶ Sell name plates and stamps, autograph supplements and dust covers. By marking these up a little, you'll add more profit.

▶ Your goal should be to "sell out" before the yearbooks arrive. Create a waiting list to sell the overrun books. Sell overruns once the books arrive to keep students from thinking they can wait until the end of the year to buy. Since books have been on sale all year, disappointing some people who wanted a yearbook sparks a sense of urgency going forward.

▶ **See p. 30 for worksheets.**

PRICING AND SALES STRATEGIES

▶ Don't let tiered pricing complicate the buying process. Convert prospects into customers by allowing them to buy without headaches. Set your price plan in eBusiness and keep everything straightforward.

Keep in mind

▶ The first offered price should be as close to the "real" cost of the book as you can comfortably offer. Selling books below the cost of producing them can be dangerous.

▶ Do not count on extra ad income. You do not want surprises if that revenue never arrives.

▶ The sales window for the lowest price should be short. Some schools only offer their best prices during registration or back-to-school day.

▶ Promote price increases in advance and push buyers to act.

SELL.
SELL.
SELL.

Setup Sales

- Sales Plan Summary
- Items & Packages
- Yearbook Ads
- Name Lists
- Budget
- Sales Assist Program

Sales Plan Summary

[Overview](#) [YOC Direct Link](#) [SUMMARY PDF](#)

Sales Plan Summary (- Size 8)

Current Project Details

Number of books in agreement 100
 Current book ship date 12/28/2019
 Yearbook Ad page goal 25 pages

Current YOC sales program enrollment

Book program Sales Assist-Mailing and eMail
 Ad program Both Ad Programs

Yearbook Order Center (YOC) Dates

Date your site will be open 06/10/2018 through 12/07/2019
 Date your Ads will be available 06/10/2018 through 12/02/2019
 Display searchable name list Yes No
 Final page Deadline 12/2/2019
 Postcard Information [Set mailing information](#)

eBusiness (eBiz) Selections

eBusiness Option No time limit Use time limit

Run Reports

Package Sales

BOOK SALES: 16/100
AD SALES: 0/25

Define your report for 49998-900-2019

List Name	First Name	Grade	Group	Student ID	Parent Email	Confirmation	Source	Sale Dat
Cogar	Tyler	10		4915		49998-D80820	eBiz	05/22/2018
Cole	James	10		4916		49998-D80821	eBiz	05/22/2018
Coltrane	Alex	10		4917		49998-D80822	eBiz	05/22/2018
Conrady	Jessica	10		4919		49998-D80823	eBiz	05/22/2018
Dale	Robert	10		4920		49998-D80824	eBiz	05/22/2018
Haught	Brittany	10		4940		49998-D80825	eBiz	05/22/2018
Hau	Rose	10		4941		49998-D80826	eBiz	05/22/2018
Heflin	Charles	10		4942		49998-D80827	eBiz	05/22/2018
Maddox	Jesse	10		4957		49998-D80828	eBiz	05/22/2018
Markley	Sabrina	10		4958		49998-D80829	eBiz	05/22/2018

Sell

Enter Sales

BOOK SALES: 16/100
AD SALES: 0/25

Chk	Student ID	First	Middle	Last	Grade	Group	Field1	Field2	Field3	Purch...	Total	Amo Due	
<input type="checkbox"/>	eBiz 4915	Tyler		Cogar	10					1	\$40.00	\$0.00	
<input type="checkbox"/>	eBiz 4916	James		Cole	10					1	\$40.00	\$0.00	
<input type="checkbox"/>	eBiz 4917	Alex		Coltrane	10					1	\$40.00	\$0.00	
<input type="checkbox"/>	eBiz 4919	Jessica		Conrady	10					1	\$40.00	\$0.00	
<input type="checkbox"/>	eBiz 4920	Robert		Dale	10					1	\$40.00	\$0.00	
<input type="checkbox"/>	eBiz 4940	Brittany		Haught	10					1	\$40.00	\$0.00	
<input type="checkbox"/>	eBiz 4941	Rose		Hau	10					1	\$40.00	\$0.00	
<input type="checkbox"/>	eBiz 4942	Charles		Heflin	10					1	\$40.00	\$0.00	
<input type="checkbox"/>	eBiz 4957	Jesse		Maddox	10					1	\$40.00	\$0.00	
<input type="checkbox"/>	eBiz 4958	Sabrina		Markley	10					1	\$40.00	\$0.00	
<input type="checkbox"/>	eBiz 4961	Lacey		McCartney	10					1	\$40.00	\$0.00	
											16	\$160.00	\$120.00

PROPERLY PRICE YOUR BOOK

 **Next level** ▶ Track all your finances with eBusiness.

USE EBUSINESS

- ▶ If you're not using eBusiness, you should. Herff Jones provides access to this powerful, online accounting tool built solely for yearbook advisers and staffs.
- ▶ Not only can eBusiness track sales, it produces reports, tracks the number of books sold and watches Yearbook Order Center sales.
- ▶ Check out the budget wizard (myhyearbook.com > Setup).

BOOK SALES SCENARIO:

Sample High School with a three-tier pricing system.

- ▶ The book is sold for \$50, \$60 and \$70.
- ▶ The regular price is \$70, but during several highly publicized sales, the books are offered for \$10 off. Sense of savings creates a sense of urgency.
- ▶ The \$50 books are sold in a one-day sale to limit the number of books sold at this reduced price.
- ▶ The adviser and business staff look at previous years' sales to see how many books were sold at each price. If too many books are sold for \$50, income will fall short.
- ▶ But in the Sample High School market, \$70 is considered really expensive. The staff has to figure out how many books it can sell at \$60 and still come up with a balanced budget.

CONSIDERING QUANTITIES

- ▶ Hands-down, book sales are your best profit center.
- ▶ Think about it: You could run a two-week fundraiser to sell candygrams and net \$300 profit. Or you could sell a handful of books and make the same amount.
- ▶ Like buying in bulk, ordering more books reduces the per-copy price of the book.

DISCOUNTS AND COUPONS

Advertise the end price the entire year, but offer coupons for initial sales. For example, the yearbook will range in price from \$50-60 throughout the year. In the fall, advertise the book as \$60, but parents can save \$10 by purchasing now. Offer \$5 off at the next sale. Parents will see the value of the book as \$60, and they will feel they are being rewarded for ordering early.



SALES STRATEGIES

- ▶ If you can't include the cost in your school's registration fee, try these tactics.

REGISTRATION

When: Registration is the best time to sell.

Where: If parents come to the school in person for registration, set up a sales table as close as possible to the registration area.

How: If registration is done through mail, include a yearbook order form along with the registration materials.

IN-SCHOOL

When: Are lunchtimes best for sales? Are students more likely to remember at the start of the day?

Where: Should you have a central location or several different locations? Be sure your customers can find you. All promotional materials and announcements should specify the location and time.

How: Practice sales presentations and ways of overcoming objections before going to your customers. Try visiting homerooms to make sales pitches. Take plenty of order forms and a copy of last year's book to show off.



Checklist

SALES EVENT

Create the best sales experience.

- Are you ready to handle business quickly, efficiently and in a professional manner?
- Did you order supplies in advance?
- Have you considered incentives for staffers who sell 80 to 100 percent of the homeroom?
- What about incentives for students who buy on the first day or by a certain date?

HOW CAN YOU USE EBUSINESS?

- ▶ Set up all yearbook items and packages you plan to sell. Enter up to three prices and date ranges for each package.
- ▶ Set up at least one computer with printers to sell books at your back-to-school event. Enter sales into eBusiness and print receipts for buyers.
- ▶ Record in-school sales and payments received from your mailings to parents.

PLANNING SALES

EVENTS



Next level ▶ Understand the concept of promotion.

ONE-WEEK PROMO

Sales scenario

- ▶ Sample High School holds its big sales push the same week as school photos. Parents like to purchase photos and yearbooks at the same time, in September, after the back-to-school rush and before the holidays.
- ▶ The staff stays late on the Friday before and — with permission — plasters hallways and lockers with promos. They continue to add to and switch out promo posters and flyers throughout the week.

GETTING SOCIAL

Use images and

videos. Engage

directly with

your audience

through

retweets, replies,

hashtags, etc.

Consider

scheduling posts

with Hootsuite

or something

similar.

- ▶ In addition to posters, the staffers reach students and faculty through announcements, email and social media posts. They fill showcases with old books and encourage teachers to bring their own yearbooks to share.
- ▶ The editors have already met with administrators to discuss the sales event and to remind them that purchasing a yearbook helps students feel that they are part of the school community.
- ▶ Staffers also send messages to parents to get them involved. They schedule a big event at the promo week's end to create an emotional experience. A special event creates school unity and pride, making students feel they belong to something important.

SELLING YOUR YEARBOOK

Skill-builder

ASSEMBLY PLANS

Create an ideal selling opportunity.

- ▶ Work with your administration well in advance to select a date for a school-wide yearbook assembly.
- ▶ If a special assembly is not an option, ask for time during a previously scheduled assembly.
- ▶ Open with a multimedia presentation or slide show. Add excitement with popular music or the school band.
- ▶ Ask popular teachers, coaches or hometown celebrities to tell how much their yearbooks mean now.
- ▶ Involve student leaders, athletes, cheerleaders and other well-known students in the presentation. Ask them to stress why it's important to buy now. The yearbook will be valuable for years to come, but what is in it for students now? What will they miss this year if they don't buy?

CATCH THEM WHILE YOU CAN

*Ask students
to fill in cards
indicating
whether or not
they want to order
a book. Then
follow up with
parents.*



- ▶ Consider well-written, well-rehearsed humorous skits. Look to current movies, TV shows and commercials for idea-starters.
- ▶ While emotion and school spirit is high, the yearbook staff and other volunteers hand out cards to the students at the assembly asking for their parent contact information.
- ▶ The assembly leader guides the students through the process of completing the card line by line.
- ▶ Because no money is being collected on the day of the assembly, it's easy for students to say "yes."
- ▶ Apply the appropriate address label requested from the office or printed from eBusiness to the postcard.
- ▶ Host a stuff-a-thon to mail cards to parents after the sales assembly.
- ▶ Fill a wall or window with completed cards to show how many students want the yearbook. This is an easy sales display.

COLLECTION PROCEDURES

- ▶ Work with your school's bookkeeper so you know the procedures for handling money.
- ▶ Plan short turn-around time from sales announcements and payment deadlines.
- ▶ On collection day, select staffers and other volunteers to visit each homeroom. Set up sales centers where students can bring their money.
- ▶ Have plenty of supplies at your sales centers, especially subscription pads. Contact your customer service adviser to order more.
- ▶ Have an adult volunteer or faculty member available to assist with any problems or questions.
- ▶ Be security conscious. Plan to deliver money to the bookkeeper at intervals throughout the day.

HANDLING MONEY

*Set a system
for handling
money that
includes
providing
receipts
immediately
and tracking
money on
paper and in
eBusiness.
See p. 30
for more.*

ANGEL BOOKS

Next level ▶ Build relationships with the community through book sponsorships.

- ▶ Give businesses, community organizations and individuals the opportunity to buy a book at a discounted price and donate it to a student in need.

- ▶ Consider including the book cost with each business ad, and give the business the option to keep the book, donate it or purchase additional Angel Books.
- ▶ Best-case scenario, the program is kept confidential so only the buyer and the recipient know about it.

Expert ▶ Involve the whole school to supply Angel Books.

- ▶ Hold a jeans day fundraiser. If teachers (or students) aren't allowed to wear jeans, give them the opportunity to donate in exchange for a jeans day. Be clear that all donations will go to students who couldn't afford yearbooks.
- ▶ Consult your guidance office or administrators in choosing the students who will receive a book.

BOOK SALES

PROMO IDEAS

KAMILA AOURAGH • REDONDO UNION HIGH SCHOOL • REDONDO BEACH, CA



Next level ▶ Understand the steps of promotion.

Fliers and posters

- ▶ Place posters and fliers around school, in restrooms, on lockers, in the library, gym and office. Hang more in the community at banks, post offices, grocery stores, the mall and fast food hangouts. Post fliers on bulletin boards and where posters would be too big.

Signs and banners

- ▶ Put signs and banners on the school's main entrance.

Outdoor promotions

- ▶ Use foam cups to spell a word in a chain-link fence. Write on the parking lot with sidewalk chalk.

Top 10

- ▶ Create a "Top 10 reasons to buy a yearbook" poster campaign or video.

T-shirts

- ▶ Create staff shirts for the first day of yearbook sales.

Social media

- ▶ Does your principal tweet? Is your athletic booster club on Facebook? Ask them to post reminders.

Sneak peek

- ▶ Set up an Instagram for your yearbook and publish sneak peeks of content.

EVENT-BASED STRATEGIES

Make it a special event. Create a sense of urgency.

If students know the yearbook is on sale for a limited time, it will become a priority purchase.

Set up tables at popular events.

Instead of trying

to make sales

at these events,

consider posting

purchase lists for

parents to confirm

their student's

order. Give

parents order

forms.

Build interest with photos

- ▶ Use photos you've taken so students can see if their picture made the cut.

Photo slideshow

- ▶ Create a slideshow to kick-off sales. Park a projector in the cafeteria and show off your best photos.

Fun video

- ▶ Create a YouTube video. There are great examples already online.

On the airwaves

- ▶ Grab attention through school announcements, radio or TV promos.

Website

- ▶ Post all sales information on the school's website. Include the Yearbook Order Center link.

Direct to parents

- ▶ Send eBlasts or phone blasts to parents with sale details. Ask your rep about Sales Assist — it does the work for you.

Letters

- ▶ Find free pre-designed templates, stationary and envelopes at LearnYBK.com.

Open house

- ▶ Sell yearbooks at open house and parent nights throughout the year.

Ads in programs

- ▶ Consider placing a yearbook order form as an insert in sporting event programs and playbills.

Newsletters

- ▶ Place ads for yearbook sales in parent or corporation newsletters.

Buyers club

- ▶ Publish a list of people who have purchased a book. Then hang signs around the school asking, "Are you on the list?"

Collaborate with clubs

- ▶ Team up with another class or organization to help promote sales.

Last chance postcards

- ▶ Mail them to students who have not purchased a yearbook so parents know the details of the final sale.

MORE ONLINE

Watch

"10 Top Tips

for Yearbook

Marketing" from

our Yearbook

Academy video

series online:

herff.me/

top-10-tips.

Skill-builder

PHONE-A-THON

Inspire students to buy a yearbook.

- ▶ Choose a night or two to get the whole staff together after school, preferably near the end of your book-sales window.
- ▶ Print a non-buyer list from eBusiness with names, phone numbers and addresses.
- ▶ Write a phone script for staffers to use with parents. Go the extra step and run an index report so you can say, "John has not yet reserved a yearbook, but he's featured on pages 24, 112 and 137."
- ▶ Divide and conquer. If calls are unsuccessful, try contacting parents through social media (include a link to yearbookordercenter.com) or by writing notes and mailing them.
- ▶ Make sure to keep an eye on how many books are sold by entering them into eBusiness immediately. Depending on when you do this, your print quantity may already be set. Remember, don't over-sell!

BOOST YOUR BOTTOM LINE

Plastic dust covers

- ▶ Dust covers protect and extend the life of the book.
- ▶ Sell plastic dust covers as part of a package program or at a yearbook signing party.
- ▶ Market dust covers to students as an affordable insurance policy to protect their new investment.

GIVE THEM WHAT THEY WANT

*Raise
additional
money with
accessories.*

*It's much
easier than
car washes or
other time-
consuming
activities.*

*Contact your
rep for details
on pricing and
ordering.*

Autograph supplements

- ▶ Available in color with a design or blank, autograph supplements can be added with self-adhesive tape.
- ▶ These are great fundraisers at yearbook-signing parties.

World yearbook

- ▶ The world's biggest news, sports and entertainment events are covered in this full-color, 16-page supplement.
- ▶ This is sewn into the book if you order one for every book. Ask your rep about purchasing individual copies the buyer can add themselves.

Name plates and stamps

- ▶ Offer personalization with package selling, or raise the price of the book sufficiently to provide it "free" for all students who purchase books before a specified date.
- ▶ Personalization protects books from getting mixed up or stolen.
- ▶ For a slight additional cost name plates are delivered in alphabetical order.
- ▶ Name-stamped books are delivered in marked boxes.
- ▶ These embellishments are also a great way to reward yearbook staff members for a job well done.



Skill-builder

YOU'RE IN THE BOOK

Let them know it matters.

- ▶ Each staffer selects two students, they personally know, and who have not yet bought a book.
- ▶ The staffers write brief messages sharing their excitement for the book in production and why the recipient should reserve a copy by the deadline.
- ▶ Distribute the notes through homeroom teachers or by mail.

Checklist

STAFF INCENTIVES

Keep the entire staff motivated.

- Create sales contests to make it fun.
- Have students sell to their homeroom.
- Up the ante and set sales quotas for staffers to earn a yearbook or get free personalization.
- Have the whole class work toward a sales goal to earn a free day or a cupcake day.

Skill-builder

PERCENTAGE RACE

Inspire students to buy.

- ▶ Look up what percentage of each grade has purchased a yearbook.
- ▶ Promote a sale-by-grade where the grade level with the highest percentage increase gets an incentive or treat.
- ▶ If your student body is large, try doing this with homerooms instead of grade levels.
- ▶ Post daily leader updates during the sale.



EVERYONE DESERVES
TO BE REMEMBERED.

UNDERSTANDING ADVERTISING

Essentials ▶ Establish rates and policies.

- ▶ Advertisements are any paid spaces in the yearbook, regardless of the size or content.
- ▶ Determine ad sizes and costs.
- ▶ Review your past rates — and current practices in your community — to make sure they fit.
- ▶ Advertising pages should pay for themselves and several other pages.

ONLINE AD CREATION

Senior parents and businesses can go online and create their own ads. You stay in control of the design and they do the rest. Check out herff.ly/online-ad-creation.

- ▶ If your ad prices are too high, you may lose buyers and income. On the other hand, if the ad cost does not pay for the pages in the section, you could lose money for the extra effort.

- ▶ Weigh the pros and cons of setting identical prices for all types of ads, or setting one price for personal ads and a higher price for business ads

- ▶ In most cases, the full-page ad you sell actually brings in the least money per page. So if you are selling a full-page ad for \$400, the cost of a half page might be \$225. Because most pages would be a mix of different-sized ads, the revenue for a page would range from \$400 to \$640. The wizard in eBusiness can suggest prices for each size ad.

- ▶ Make an effort to ensure ads are affordable to everyone. Include variety in ad sizes to increase the money you make.

- ▶ **See p. 30 for worksheets.**

- ▶ Offer a patron listing, where both businesses and individuals can show support of the school by paying a lower cost than the smallest ad. All patrons are listed together on a half- or full-page. If you were selling your sixteenth-page ads for \$40, you might price your patron listing at \$25. You could fit 20 two-line listings in one half page, yielding \$500 — more than doubling the revenue of a single half-page ad.

TYPES OF ADS

Next level ▶ Create the ads your school needs.

Ads bring in revenue, but they also contribute to your coverage numbers. Done right, this could increase your book sales.

Typical ad types

- ▶ Senior/baby & 8th grade ads
- ▶ Group/club ads
- ▶ Business sponsorships
- ▶ Congratulations ads
- ▶ Friendship ads

Skill-builder

GO OUT AND SELL

Sell ads in teams if possible, especially when going into the community to sell directly to businesses.

- ▶ Encourage students to look for potential advertisers in family members, churches and community organizations.
- ▶ Include ad sales requirements for students in their staff contract and/or syllabus. Tie sales to incentives, not grades.
- ▶ Support students through the ad sales process with lessons, role-play, scripts and incentives.
- ▶ Pair students with different strengths and levels of experience, boys with girls, experienced staffers with younger ones and shyer students with those who are more outgoing.
- ▶ Cover guidelines for dress and professional behavior.
- ▶ Assign teams based on geographic areas or types of businesses. Do not overlap territories.
- ▶ Make sure there is a master list of completed sales, follow-ups and prospects.
- ▶ Mail renewal letters and then follow up by phone. If that doesn't work, visit in person.

HANDLE ADS

 **Next level** ▶ Plan your advertising early to avoid stress.

Target list

- ▶ Brainstorm the prospect list, including previous advertisers. Add names from the local chamber members, yearbook staffers' contacts and acquaintances and businesses students frequent.

Plan your sell dates

- ▶ Assign sales goals during the summer, and select dates to provide the greatest response from local businesses.

Assign sellers

- ▶ Assign specific businesses to specific staffers taking personal connections into account.

DON'T FORGET

Be professional,

confident,

courteous and

creative. Dress

professionally.

Make

appointments

with decision

makers.

Be on time.

Write down all

names and contact

information.

Carry a copy of

last year's book.

If a competitor

advertised last

year, mark

the page for

reference.

Show them what they're paying for

- ▶ Take your book with you. Bookmark examples of all ad sizes you offer, pre-designed ads, scanned business card ads and staff-created ads. Highlight how many books you sold last year to show ad visibility.

Include community groups

- ▶ Service groups, non-profits, military recruiters, colleges, technical schools and religious organizations are all potential sources of ad revenue.

Offer patron ads

- ▶ Patron ads are a way for individuals or small business to support without spending too much money.

Don't forget to follow up

- ▶ Follow-up is key. If the owner/manager is out during the initial sales call, someone must go back.

Collect funds before printing

- ▶ Collect all ad revenue before submitting pages to the plant. Be clear full payment must be submitted by a specified date. Leave no room for confusion.

Proof carefully

- ▶ When the time comes, proof all business ads. Send an ad PDF to the customer for approval and save the signed copy. If they make changes, make sure changes are checked off one by one.

- ▶ **See p. 37 for ad proof form.**



R.J. REYNOLDS HIGH SCHOOL • WINSTON-SALEM, NC



Checklist

AD SALES CHECKLIST

Bring a creative package of visual ideas and business forms.

- A letter of introduction and identification from the school principal or yearbook adviser.
- A proposed layout showing the prospective advertiser a visual concept of how an ad looks.
- The advertising contract and the ad sales confirmation form for those who purchase an ad.
- A copy of the Chamber of Commerce's approval letter if required to solicit for advertising

SET YOUR RULES

Provide

explicit

guidelines

to students

and parents

purchasing

ads outlining

the number

of photos and

words allowed,

the right to

edit content,

and more.

Skill-builder

SELLING THE UPGRADE

Rework ads from the previous book to sell to repeat customers.

- ▶ Assign staffers to revise business ads in last year's book. Update them to include other photo options and fresh design ideas.
- ▶ Design an ad the next size up to show the potential decision-maker how much more attention they could command if they had a bigger ad with more or larger photos.
- ▶ This may also make it harder for them to decline because they can see the work already done.
- ▶ Spell-check and have design editors approve before you share with potential customers.

HANDLING

DISTRIBUTION

Essentials ▶ Consider every element of distribution.

- ▶ Will you need help moving boxes and setting up tables?
- ▶ How will you hand out dust jackets and autograph supplements?
- ▶ How will you hand out personalized books without mixing up any names?
- ▶ Will students need places to sign books? Will it be a party atmosphere?

MAKE IT COUNT

*Distribution Day
is an opportunity
to make an
impression on your
school. Make it
memorable!*

- ▶ How will students prove their payment? Did you know Herff Jones has wristbands you can hand out as an entry ticket? Check out our website for all the goodies you need to pull off the best yearbook day.
- ▶ Make a kit for last-minute sales with a receipt book, computer, pens and envelopes.
- ▶ Print a distribution list from eBusiness and resolve any issues such as duplicate orders, balances due, missing information or students who have moved.
- ▶ You should receive name plates in time to check spelling and cross-check against your eBusiness list. You may have time to order replacements before distribution.
- ▶ When books arrive, take a minute to have a special reveal moment with your editors and staffers. Make it special and take lots of pictures!
- ▶ Inspect and count all of your books when they arrive. If there are problems, contact your rep immediately.
- ▶ Don't forget to pull extra books for your classroom, administrators and the library. Don't sell every single book right away. When you get down to five books, start a waiting list and sell them once the dust settles.
- ▶ Even after books deliver, keep entering all sales into eBusiness so your records are correct. You'll want to use those reports next year.



JUSTIN DAIGLE, CJE

"I always have to have "the talk" with my staff before distribution day rolls around. The editors-in-chief and I gather the staff for a brief meeting and prepare the entire staff for the big day. Though we know how hard each staff member worked to make this yearbook the best volume for the school community, the truth of the matter is, some community members may not like it, and in fact, will complain about something in it. We make a flier telling students to check their book for any damages first and then add a brief note about typos and mistakes. We share that yearbook is the only class where all assignments are published in a book for all to see and to please not point out our mistakes."

YEARBOOK ADVISER
BRIGHTON HIGH SCHOOL
BRIGHTON, CO

HAVING
THE
TALK.

THE POWER OF A
NAME MENTIONED.

THE POWER OF
MEMORY PUT

TO PAPER.



ALANA WHITTEN • SMOKY HILL HIGH SCHOOL • AURORA, CO

BUSINESS WORKSHEETS

Sometimes it's helpful to see things on paper. Copy these forms or put them online so you can refer to them each year as you begin planning. Investing time in these now will save time later.

YEARBOOK SALES HISTORY

Look for patterns and trends in sales so you can capitalize on them. Selling the majority of your books as school starts means less stress concerning money and may earn pre-payment benefits or discounts.

LAST YEAR SALES BY MONTH

Month	Books sold	Book sales revenue	This year	Revenue
August	_____	_____	_____	_____
September	_____	_____	_____	_____
October	_____	_____	_____	_____
November	_____	_____	_____	_____
December	_____	_____	_____	_____
January	_____	_____	_____	_____
February	_____	_____	_____	_____
March	_____	_____	_____	_____
April	_____	_____	_____	_____
May	_____	_____	_____	_____
June	_____	_____	_____	_____
July	_____	_____	_____	_____
TOTAL	_____	_____	_____	_____

BOOK SALES HISTORY

TRACKING DETAILS FOR FUTURE USE

Keeping up with book sales over time helps you make decisions about copy counts and sales prices. Start with last year and look back at the previous four.

ANNUAL BOOK SALES

Year	Books ordered	Books unsold	Enrollment	Buy rate*
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

* buy rate = books sold ÷ enrollment

TRACKING BOOK SALES | YEAR:

Use this form to record book sales at the end of each campaign/price level. This will help you determine the influence of different strategies.

BOOK ONLY PRICES

Price	Dates of sale	Campaign	Books sold	Total income
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

PACKAGE SALES

PACKAGE NAME: _____ INCLUDES _____

Price	Dates of sale	Campaign	Books sold	Total income
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

PACKAGE NAME: _____ INCLUDES _____

Price	Dates of sale	Campaign	Books sold	Total income
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

PACKAGE NAME: _____ INCLUDES _____

Price	Dates of sale	Campaign	Books sold	Total income
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

AD SALES HISTORY | YEAR:

Track your ad sales in two ways — by ad type and size, and overall revenue. Note trends in increasing sales and buying patterns that might affect the ads section or overall ad revenue.

BUSINESS AD SALES

Size	Price	Ads sold	Total income
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Total business ad revenue			_____

PERSONAL AD SALES

Size	Price	Ads sold	Total income
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Total personal ad revenue			_____

CLUB AD SALES

Size	Price	Ads sold	Total income
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Total club ad revenue			_____
TOTAL AD REVENUE			_____

BUDGET HISTORY & GOALS | YEAR:

ANNUAL EXPENSES

	PREVIOUS	CURRENT(EST.)
Unpaid bills from prior year.....	\$ _____	\$ _____
Herff Jones printing agreement (PA).....	\$ _____	\$ _____
Additions to Herff Jones PA.....	\$ _____	\$ _____
Computers..... (Hardware, software, supplies)	\$ _____	\$ _____
Office supplies.....	\$ _____	\$ _____
Postage.....	\$ _____	\$ _____
Photography..... (Cameras, flashes, memory cards, misc. equipment, supplies, repairs, other)	\$ _____	\$ _____
Professional photographer.....	\$ _____	\$ _____
Training/workshops/conventions.....	\$ _____	\$ _____
Other: _____	\$ _____	\$ _____
TOTAL EXPENSES	\$ _____	\$ _____

ANNUAL INCOME

Yearbook sales.....	\$ _____	\$ _____
Advertising sales.....	\$ _____	\$ _____
Fundraising revenue.....	\$ _____	\$ _____
Yearbook accessory sales.....	\$ _____	\$ _____
Other: _____	\$ _____	\$ _____
Other: _____	\$ _____	\$ _____
Other: _____	\$ _____	\$ _____
TOTAL INCOME	\$ _____	\$ _____
YEAR-END BALANCE	\$ _____	\$ _____



EXAMPLE YEARBOOK

FULL NAME OF YOUR SCHOOL

Example Yearbook
123 Address Ave.
Citytownville, ST 12345

DEAR BUSINESS,

We realize every dollar is important, and we value both your partnership and support for our school. With support from the community, our yearbook program has thrived. Advertisers help offset operation costs and make our book more affordable to students.

As part of the publications program, we are trained to run our company by generating revenue through advertising and book sales, as well as producing the product we sell. Through the program, we learn leadership, responsibility and accountability in a real world setting. Our graduates have learned skills in writing, photography and graphic design. We are proud to be the only program in the school providing such an array of skills, which prepare us for life and jobs beyond our campus.

ARE YOU AN ANGEL?

The cost of your ad includes a yearbook. However, we provide businesses the chance to underwrite the cost of a yearbook for a senior who would otherwise not be able to afford one. Your business name will be featured in the reference section as a yearbook angel. Simply enter the number of books you would like to purchase on your contract and return payment to us. You will make a difference in a student's life. Rest assured the book will be presented to the student with the utmost tact and discretion.

Sincerely,

Adviser Name, Yearbook Adviser
Example Yearbook – Sample High School
example@sample.k12.st.us

ADVERTISING AGREEMENT | YEAR:

CONTACT INFORMATION

BUSINESS NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____ PHONE: _____

PURCHASE OPTIONS

FULL PAGE: \$_____

Includes full-page ad and yearbook

HALF PAGE: \$_____

Includes half-page ad and yearbook

1/4 PAGE: \$_____

Includes quarter-page ad and yearbook

1/8 PAGE: \$_____

Includes eighth-page ad and yearbook

1/16 PAGE: \$_____

Includes sixteenth-page ad and yearbook

OTHER SIZE: \$_____

Includes ad and yearbook

PATRON: \$_____

Includes patron listing and yearbook

ANGEL BOOK(S): \$_____

Please donate my copy of the yearbook to a deserving senior. Note additional copies.

PAYMENT OPTIONS

CASH CHECK: # _____

SEND INVOICE

ARTWORK INSTRUCTIONS:

FINAL INFORMATION

IMPORTANT DEADLINES:

ARTWORK: OCT. 1 • PAYMENT: DEC. 1
Please note: If you do not provide artwork, our design team will create your business ad.

Yearbook staffer or adviser

Customer name (printed) Date

Customer signature



EXAMPLE YEARBOOK

FULL NAME OF YOUR SCHOOL

Example Yearbook
123 Address Ave.
Citytownville, ST 12345

RENEWAL OF SUPPORT

We realize every dollar is important, and we value both your partnership and support for our school. With support from the community, our yearbook program has thrived. Perhaps most importantly, advertisers help offset operation costs and make our book more affordable to students. Almost every student gets a copy of our book, and we are very proud of that accomplishment.

We have listened to our patrons and have streamlined the way we do business. Now, you can renew your support through the mail, without phone calls from students or in-person sales calls during your work day. We trust you agree this is a more efficient way to conduct our business.

DISCOUNTED RATE

Simply return your contract with your check and artwork. To show our appreciation for making use of this method of submission, we are offering you a 10 percent discount. But, hurry! We must receive your materials by <<Date>> to qualify.

TAX - DEDUCTIBLE

Because we are a public school operating as a government entity, your donation qualifies as a tax deduction should you care to take it. We will send a receipt for your records once complete payment has been received.

Our phone and in-person sales efforts will begin after <<Date>>. We hope to hear from you before then.

Sincerely,

Adviser Name, Yearbook Adviser
Example Yearbook – Sample High School
example@sample.k12.st.us

AD PROOF | YEAR:

Dear sponsor,

Thank you so much for supporting the _____ yearbook program. Please carefully review the proof of your ad, which is attached. You may mark on the ad, but please list on the lines below any changes that you would like us to make or need to be corrected. If you have any questions or extensive changes, please contact Yearbook Adviser, name and contact info: _____ or editor, name and contact info: _____

Once again, we appreciate your support!
The Yearbook Staff

Please get back to us no later than Dec. 5 at 3 p.m.
If we do not hear from you, we will assume that the ad is OK as is.

Ad is OK 'AS IS'

Please make the following changes:

1. _____
2. _____
3. _____
4. _____
5. _____

Students produce the yearbook. We make every effort to create beautiful and 100 percent correct ads that meet all of your requests. This will be your only proof. In the unfortunate case of an error, we do not provide refunds for ads, unless there has been an incident of extremely neglectful behavior on our part.

Signature: _____ Date: _____