

## SEND AND SELL

# MESSAGES FOR WINTER 2021

Use and adapt these messages to help boost your winter yearbook and ad sales. Remember to include order details and contact information in each email. Items in [ ] can be added in Send and Sell with dynamic text fields and items in { } are suggestions for information you can add.

**NEED HELP?** Click the help button in eDesign and check out the tutorials and directions.

### TO SENIOR PARENTS – TIME SENSITIVE

**SUBJECT LINE: Quantities are limited. Order a yearbook today!**

Don't miss the opportunity to reserve a yearbook for [Student First Name]. It may seem early, but we have to provide our yearbook printer with a final order soon, and we'd hate for your senior to miss out on getting a yearbook.

To order, go to YearbookOrderCenter.com. {Provide additional order details here!}

Thank you so much for supporting our yearbook program.

### TO SENIOR PARENTS – PROUD MOM AND DAD

**SUBJECT LINE: Show your senior how proud you are!**

The year — regardless of how abnormal it is — is flying by. Graduation is coming soon. Show your senior how proud you are of their high school achievements by purchasing a yearbook. We all rely on social media to capture moments, but yearbooks preserve those memories forever, and our staff is working hard to include so many aspects of this year in print. Don't miss the opportunity to reserve a yearbook for [Student First Name].

To order, go to YearbookOrderCenter.com. {Provide additional order details here!}

Thank you so much for supporting our yearbook program.

### TO ALL STUDENTS – SALES FOCUS

**SUBJECT LINE: Yearbooks are selling quickly! Buy yours today.**

There's no better time to check things off your list. Make sure [Student First Name] has a 2021 yearbook by acting now. Quantities are limited and cannot be changed once we have placed our order.

To order, go to YearbookOrderCenter.com. {Provide additional order details here!}

Thank you so much for supporting our yearbook program.

HOW TO  
YEARBOOK

## TO ALL STUDENTS – YOU HAVEN'T PURCHASED A BOOK

### **SUBJECT LINE: You're on our list. Don't miss out!**

According to our records, you have not yet purchased a yearbook for [Student First Name.] But don't worry, we know there's a lot going on. You still have time. Make sure to place your order by {INSERT DATE} so you won't be left out. Quantities are limited, and we cannot order additional books after the deadline.

To order, go to YearbookOrderCenter.com. {Provide additional order details here!}

Thank you so much for supporting our yearbook program.

## TO ALL STUDENTS – SO MUCH HAS CHANGED

### **SUBJECT LINE: A lot has changed, but yearbooks haven't**

This has certainly been a year of change for {INSERT SCHOOL NAME}. However, we want you to know that we are still putting together a yearbook so that [Student First Name] can remember the best parts of the school year. Make sure to place your order by {INSERT DATE} so you won't be left out. Quantities are limited, and we cannot order additional books after the deadline.

To order, go to YearbookOrderCenter.com. {Provide additional order details here!}

Thank you so much for supporting our yearbook program.

---

## IDEAS FOR ADDITIONAL SUBJECT LINES/HEADLINES:

- Yearbooks are selling quickly! Buy yours today
- Don't wait. Reserve a yearbook today.
- We're determined. We have their stories to tell.
- They may be at home, but we're still working on their yearbook.
- It's history in the making. Buy a yearbook today.

HOW TO  
YEARBOOK