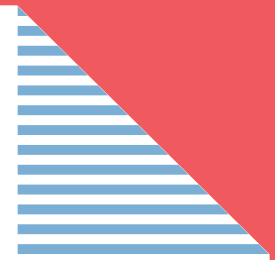




TOP 10 THINGS

YOU CAN STILL DO TO SELL OUT BEFORE THE YEARBOOKS ARRIVE

1. Set and promote one more deadline before your “distribution” price.
2. Use as many platforms as possible to reach parent buyers to let them know there will not be a book for everyone (especially if you sold out last year).
 - Principal newsletter/school website
 - School robo call an option?
 - Parent emails
 - School marquee
 - Yard signs and banners near school
 - PTO and YBK social media
 - Ask activities and athletic directors to share with their parent groups/coaches/sponsors.
 - Student group texts
3. Create and post a countdown of remaining books available and update it often.
4. Post a list of non-buyers right outside your classroom/near the office/in the student center. For even more impact, add notes by some names about how many times a student has appeared in the book.
5. Use LAST CHANCE postcards to let non-buying parents of repeatedly included students know what pages their students appear on.
6. Now is the time to go crazy promoting on school announcements/news programs/social media. Using videos, memes, sneak peeks to increase demand for the book now.
7. Yearbook staff spirit week allows staffers to talk books sales all day. Staffers can choose a different dress up theme for each day as a visible reminder that it’s almost Yearbook Day!
8. Divide up the names and organize a staff phone-a-thon to non-buyers.
9. Promote an “Adopt-a Senior” program so every graduate who wants one can have a book.
10. Make your distribution event a celebration (if conditions at your school allow this year) that’s only for people who already book the book.



MORE SELLING TIPS

SOLID BUSINESS PRACTICES APPLY TO YEARBOOK; YOUR ATTENTION TO SALES CAN MAKE A BIG DIFFERENCE.

Rather than an afterthought — which can leave you more books than you wanted or fewer than you needed — being strategic about when and how you sell the yearbook can help you keep your program in the black.

When you're ambitious and intentional, prioritizing sales can provide extra revenue you might use to enhance the yearbook itself, the program (think new cameras, lenses, computers, etc.) or staff experiences (like workshops, conventions, teeshirts or celebrations).

FIRST, SET YOUR PRICES to help buyers do what you want them to.

Tiered pricing offers an affordable book for people wanting/needing that — and you sell the book at the least expensive price in your first sale only. It's important to position this as a discount from the final price, rather than making the later price seem punitive. The price is not going up; the discount is ending.

Many schools publish all sales prices and deadlines from the start to encourage early buyers. Consider your costs and audience when you're setting prices/deadlines. You want to make it worth their while to buy early, but you also need to make sure that you don't sell too many books at the lowest price. While some advertise 50 for \$50 (adjust for your book size and demographics) or sell at the lowest price only until school starts/the first week of classes, others set a date on the calendar, noting that the back-so-school price is good through Sept. 15.

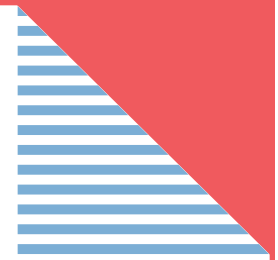
You may need to shorten this sale in the future so you don't sell too many books at the lowest price. If you've sold out in recent years, you can expect a greater demand in early sales and should plan for that when setting prices.

Some schools offer something free (personalization?) instead of a lower price. Or make the first sale even more enticing by offering both for a very short window.

Set a schedule for your second price (maybe until mid-December?) Having only two to four prices will make the price differences more obvious and will help future buyers fall into the routine you planned for them.

Plan to sell books all year, regularly keeping your yearbook visible to the community.

Your goal should be to sell out before the books arrive on campus, but you can keep demand high by starting at wait list at a premium price for any extras the plan might send to make sure you get books in the hands of as many students as possible and you have the opportunity to sell those as well.



SEASONAL SALES PLAN

KEEPING BOOK/AD SALES TOP OF MIND ALL YEAR LONG LEADS TO BUSINESS SUCCESS.

FIRST QUARTER

Register for your yearbook company's email campaign for non-buying parents.
Promote back-to-school pricing in back-to-school packets // principal emails/school website and social media // yearbook staff social media // posters.
Track sales progress.

SECOND QUARTER


Focus on ad sales.
Keep the deadline early (last Friday in October?) and avoid the holidays.
Charge a late fee for ads arriving after the deadline (if you have space to sell more).
Online ad sales makes it easier for the staff and for the parents.
Send email reminders 3 weeks, 1 week and 1 day before the deadline.
Robo call/phone bank for all senior parents.
Remember holiday book sales work; consider a gift card campaign.
Create a contest for your staff to promote sales.
Have them design memes or posters or create books sales videos for use later.

THIRD QUARTER SELLING

Go all out to push the final sales deadline, incorporating email to non-buying parents (3 weeks, 1 week, 1 day out) // texts // school marquee // yard signs and banners // school/PTO and YBK social media // activity or athletic director's social media // last chance postcards.
Post a list of buyers, adding sticky notes for non-buyers who have appeared frequently.
Ask sponsors and coaches to post sales in team/club messaging apps.
Yearbook staff spirit week allows staffers to talk books sales all day.
Public countdown to the final sales date.
Recruit for your next staff.

FOURTH QUARTER SALES

Best case scenario is a sell-out before the yearbooks arrive on campus.
Post a countdown, showing the number of books remaining and change it often.
Divide up the names and organize a staff phone-a-thon to non-buyers.
Promote an "Adopt-a-Senior" program so every graduate can have a book.
Make your distribution event a celebration.



**BEGIN
WITH
THE END
IN MIND**

HERFF JONES  BY YOUR SIDE.