

NATIONAL YEARBOOK WEEK

Let's call it a Book Sales Blitz

It's easy.

*And you were going
to do it anyway, right?!*

Sell as many yearbooks as you possibly can between Sept. 27 and Oct. 9. Help us celebrate National Yearbook Week and we'll help you sell those books. There will be prizes!

Fill out [this quick form](#) to enter the contest and you'll be grouped so you'll only compete against similarly sized schools. The school that sells the most books in each category wins.

Daily prizes Oct. 4-8: Show us your superior sales strategies and interact with us on social media [@HJYearbook](#) and we'll give you a shoutout — and a little something to go with it.

PRIZE BREAKDOWN

Third and second place award in each category.
One grand prize will be awarded based on stellar sales.

3rd place: Prize pack of HJ YBK merch. T-shirts, pens, bags and more. **(\$200 value)**

2nd place: A free consult with an HJ pro on the subject of your choice — cover design, templates, instruction, staff team building. **(priceless!)**

Grand prize: A classroom makeover. Choose new furniture or new cameras. You tell us what will make a difference for your yearbook life and we'll make sure you get it. **(\$2,500 value)**

WE'LL HELP YOU SELL

1. Join Sales Assist for best results.

We keep your parents in the know, sending links to Yearbook Order Center every few weeks.

2. Use Send and Sell.

Add a special Book Sales Blitz banner and send emails on your own. Visit herff.ly/booksalesblitz.

3. Spread the word.

We recommend you make your own social media posts and even posters for the school using your school mascot, motto or other recognizable graphics. Also, capture our [@HJYearbook](#) social media graphics and use them on your pages. Follow us so you don't miss anything.

4. Sell every day.

Include announcements, offer free personalization or a few bucks off with a discount code. For more information, check out yearbookdiscoveries.com/business-tools/.

5. Make payment easier.

Remind buyers they can Pay in 4 with a Pay Pal account.

Ways to involve every staffer:

CONTEST FOR A CANDY BAR

- Sell 10 books in a day. (Have buyers sign a staffer's sales tally sheet and then check sales in eBusiness after a designated time period). Kids love candy and competition.

HOLD A CALL-A-THON

- Run a list of non-buyers and divide it up. Have kids comb their contacts first and then text or call everyone on their list. Often it's the personal touch that makes the sale.

RUN CLASSROOM CONTESTS

- The homeroom with the most book sales gets free donuts. The teacher with the winning class gets a Starbucks delivery. Be creative. We're sure you'll come up with even better ideas.