

HOW TO PRICE YOUR YEARBOOK

Selling the yearbook should be one of your top priorities. Work closely with your rep as you confirm your selling price and costs. Consider partnering with someone else to handle the business aspect so you can focus on the creative design aspect of your yearbook.

STEP 1

Determine how much you will charge for your book.

What is the amount of your contract: \$_____

Total number of copies of the book are you ordering: _____

Contract amount divided by number of copies = _____. This is your per book cost.

\$_____ Per book cost

plus \$_____ Sales tax (if applicable)

plus \$_____ Profit you'd like to gain (if applicable)

equals \$_____ This is your basic book sales price.

HINT: If you are selling a mix of hard- and soft-covered books, you'll want to adjust your per book sales price to charge more for the hard-covered books.

STEP 2

Figure out the cost of any additional items you wish to sell.

Options include the following: (check the ones you will offer)

- Personalization (choose which or both) @ \$_____/book
- Digital name imprint @ \$_____/book
- Name plate (best on hard cover only) @ \$_____/book
- Our World* or *World Yearbook* supplement @ \$_____/book
- Blank autograph supplement @ \$_____/book

STEP 3

Decide how you want to sell additional items — a la carte or in packages.

- ex: *Bronze package = yearbook only* \$15
- Silver package = yearbook + name plate* \$20
- Gold package = yearbook + name plate + Our World* \$25

- or *yearbook only* \$15
- Add options: *personalization - digital name imprint* \$5
- current events supplement - Our World* \$2

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STEP 4

Set your yearbook sales dates.

HINT: Remember, you don't have to submit a final quantity of books until your final deadline, so you'll want to get as many as possible sold before then.

		OUR SALES DATES	
ex:	1st sale	Aug 25 back to school night	_____
	2nd sale	Sept 19-23	_____
	3rd sale	Nov 14-18	_____
	4th sale	Feb 13-17	_____
	Distribution	Jun 2	_____

STEP 5

Decide how you will sell you yearbooks either in-school, online or a combination of both.

HINT: Using the Yearbook Order Center to sell your books online gives you access to several book and ad sales programs and your parents the opportunity to pay with a credit card which may result in more sales. Talk to your HJ rep for details about these programs and to help determine which one works best for your school.

STEP 6

Consider using tiered pricing.

This tried and true sales tactic involves selling your book at its lowest price earliest in the year, a bit higher later on and even higher just prior to or at distribution. Each price should last for a set period of time. This technique creates a sense of urgency and offers your buyers what appears as a discount if they reserve a copy early.

TIER 1 PRICE _____ **SALES DATES** _____

TIER 2 PRICE _____ **SALES DATES** _____

TIER 3 PRICE _____ **SALES DATES** _____

DISTRIBUTION DAY PRICE _____

HINT: If you sell packages and decide to use tiered pricing, you'll want to scale their prices accordingly.