



ADVISER ASSISTANCE



HOW TO YBK

Week three: Posters & more

The last challenge of our Book Sales Blitz is here. Even if you aren't participating (it's not too late to join us!), this task is a breeze. Find your HJ YBK marketing kit and dig out the sales posters and flyers OR create your own! Show us the best spots in your school to place them. [Find the full details of the last challenge here.](#)

LET'S TALK: *Better coverage = better sales*

We never want a student to look at the yearbook and not see themselves at least twice. With a solid strategy to tell the story of every student, your book sales will see the difference. You can find more support in the [Coverage section](#) at LearnYBK.com.

- **eDesign's Coverage Report can help you out.** Not only can it tell you how many times a student is covered but it can also note if they've bought a book — all in one place. Remind your staffers to speak to students who have low inclusion first and avoid those who are in the good or excessive category.
- **No name list in eDesign? Have no fear.** Ask for a list of just student names and grades, and create a color-coded key for low, moderate, good and excessive inclusion. For each inclusion, your staffers can highlight the student's name and know who to go to or avoid. Some staffs find it helpful to hang the list in the yearbook room for easy access, but sharing a list in Google Drive or Excel works too. *Bonus points for adding a column for checking off book sales!*
- **Turn these reports into sales.** With this crucial information, you can reach out to those who are included in the book but haven't bought one yet. Order the ["You're in the Yearbook" postcards](#) to help notify non-buyers that they're IN the book and what page, so they shouldn't miss out on their feature. Or, you can keep things simple with ["Last Chance" postcards](#), and remind non-buyers that time is running out.

Need to rewind? All previous [Adviser Assistance emails](#) are available on their own page.



You are receiving this email because you registered to receive email communication from your local Herff Jones rep or through a recent purchase.

This email was sent by:
Herff Jones, Inc.

4625 W 62nd St Indianapolis, IN 46268-2587
We respect your right to privacy - [view our policy](#)
If you have questions or concerns: 800-837-4235

[View Online](#) | [Unsubscribe](#)

C