



YBK ALL DAY

Heaps of help

Final copy count deadlines may be around the corner. Now's the time to kick your book sales up a notch. This email is a long one, but a good one.

Hey, single-deadline and fall-delivery books, you will want to keep reading too!

1. Visualize your goals. Get crafty with your staffers and create goal charts for your sales goals. More hype and excitement = more motivation to sell out of your 2024 book!

2. Enter all sales into eBusiness. This includes any reserved copies for awards, critiques, gifts for administrators or your library.

PRO TIP:

Having all YOC and in-school purchases in eBusiness makes for an easier distribution list when books are ready to be passed out.

3. Post. Share. Repost. Post on social using [these graphics](#) or find [templates here](#). Ask your school's webmaster and social media coordinator to post sales information on Facebook, Instagram or any other communication to parents.

HERE'S AN EXAMPLE POST:

"PARENTS, FRIENDS & FAMILY: The deadline to order a 2023-2024 [School Name] yearbook is [Day, Deadline Date]. This is the FINAL DAY to ensure your student will receive their yearbook. Extra copies after this date are not guaranteed.

Head to www.yearbookordercenter.com and use order number [#####].

Unsure if you're ordered? Visit www.yearbookordercenter.com and click "Find Existing Order." For any questions, please contact [Adviser Name or email] OR call the YOC team at 866-287-3096."

4. Grab that tape. Place the posters and flyers around the school. You can create your own with these [Canva templates](#) or [order resupply](#) from your kit. Post a list of non-buyers in highly visible area for students to see that they need to order before it's too late.

[Yard signs and banners](#) are available through the YBD Shop, too!

5. Email. Email. Email. Coordinate sends through [eDesign's Send and Sell](#). This will make sure parents are aware of important final sales deadlines.

PRO TIP:

It's not too late to sign up for Sales Assist. We'll do the email marketing for you following these [scheduled sends](#). Once your sales close, the email campaign will end.

Happy selling! We can't wait to see how great your book sales are this year. Be sure to [tag or share with us on social](#), so we can share your great inspo with everyone!

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



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