

VARSITY YEARBOOK

GUIDE TO

YBK

*sales*



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# WHERE TO START

*We know  
you've got this!*

**The purpose of this booklet is to guide you through all the steps and thinking involved in selling and promoting your yearbook.**

**The goal is to make the process quick and easy — knowing that you'll need to make adjustments to match your school.**

## HERE'S YOUR PEP TALK!

As you start the school year and get your yearbook staffers working on taking pictures, doing interviews and learning design skills, it's easy to overlook the importance of the business side of yearbook. There's just so much to do. And, if you're new to yearbook, you are really having to multi-task.

### **When taking a big-picture view of the business side of yearbooking, here are our recommendations:**

- Lean on your local **Varsity Yearbook representative** (rep for short) when you need help. This is an area where they can really lend a hand and take the pressure off.
- Construct a solid relationship between your administrative team and your bookkeeper. Building trust with these folks is essential and can eliminate problems later.
- Take the time to get **eBusiness** set up and set your pricing. Turn on **Yearbook Order Center** and get on with your teaching. Not that it's completely automatic all year, but once it's set up, books will be all set to start selling. Done and done!

### **Take full advantage of the added services Varsity Yearbook offers at no cost:**

**Book Sales Assist** for selling yearbooks directly to parents. It's proven to increase book sales, it's completely off your plate and when parents purchase, they're off the list. We're not into spam.

**Send and Sell** for sending your own reminders and updates through eDesign. Filter the embedded lists to target your audience by grade or even by whether they've bought a book.

**Posters, flyers and social media graphics:** We have them all ready for you to customize. Don't reinvent the wheel.

**Ad Sales Assist** for high schools. We'll promote and sell your senior ads for you.

# MAKE A PLAN

**Ok, no panic allowed!** These are just questions you need to consider. Decide which of these items you want to conquer first and answer the questions you can. Just keep going!

## BOOK SALES THINGS TO THINK ABOUT:

- How many books did you sell last year? What's your goal for this year?
- Does the price seem right or does inflation mean you may need to bump it up a little?
- What price structure will you follow? Will you have tiered pricing or one price all year?
- Where will you sell your yearbook? Yearbook Order Center allows you to sell online, but you can still enter sales manually if you collect money in school.
- How will you promote your book? Stay tuned for more on **Sales Assist** and **Send and Sell**.
- Will you offer personalization or accessory items? In packages? As a la carte items?

## AD SALES THINGS TO THINK ABOUT:

- Will you sell ads to families, students, clubs/organizations and businesses?
- What price structure will you follow?
- What sizes will you offer?
- How will you accomplish ad sales? **Online Ad Creation** allows parents to design the ads from the parameters set by you. Learn more at **[ybk.link/about-oac](https://ybk.link/about-oac)**.

## NOTES AND IDEAS:

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## WHAT ARE YEARBOOK ANGELS?

The idea stems from the wish for each graduating student who wants a yearbook to have one, regardless of their ability to pay. If you proceed carefully (and honestly, keep it on the down-low), you can help ensure these students receive a book.

### IDEAS FOR MAKING THIS HAPPEN:

**Business ad bonus books:** If you sell business ads, include the cost of a book in the cost of the sponsorship. Give the business the option to either receive their book or donate it to the cause — or they can buy an extra book. Explain that they will not choose the recipient, but they will receive thanks for their donation. Then, in the back of the book, make sure to include a listing of businesses who were your “patrons” or “sponsors” and have the staff write them thank-you notes.

**Parent donors:** As parents purchase yearbooks, give them the option of purchasing a book for donation. Consider a discount if they purchase multiple books. As in the case of businesses, don’t allow them to choose the recipient, but make sure to send a thank-you note at year’s end.

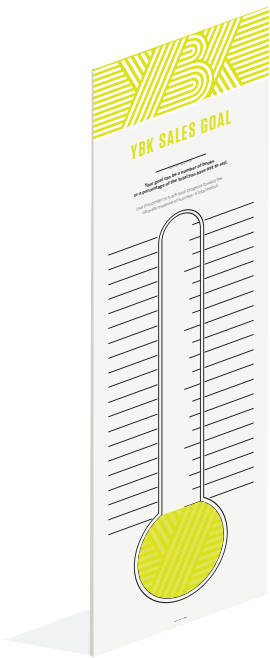
**Words to the wise:** An angel program can have a huge impact. However, there are a few things that seem to help it go smoothly.

- Don’t publicize this program. This is not the time to toot your own horn. For the good of the recipients, it’s important to keep the chatter about the program to a minimum. Tell this to your staffers, too.
- Have an outside “agent” identify the recipients and give them their books. This is a great job for an assistant principal, a guidance counselor or another administrator. Plan ahead and schedule a meeting with this person early in the process. Then, once all sponsorships are attained, have them take it from there — choosing the recipients and assisting with how they will receive the yearbook — discreetly.
- Don’t forget to account for these books! Make sure you order enough books and that these extras are in the count.
- If one of your recipients ends up ordering a yearbook, work with your admin “agent” on how to handle this situation.

# SET YOUR GOALS

**Perfecting pricing:** Pay attention to your per-copy price as you increase or decrease your page and copy count. Sometimes decreasing the number of copies can raise per-copy pricing. (Economies of scale apply in the yearbook world, too.)

## REVIEW PAST BOOK AND AD SALES:



- If you're a new adviser and your school was with Varsity Yearbook last year, you should be able to access sales reports from the previous year. Work with your rep and bookkeeper to see how last year's budget worked.
- Use the budget history and goals worksheets to work through important questions.
- Make decisions with your rep if you plan to change the basic book specifications (cover materials, number of pages, number of copies printed, additions such as supplements or tip-ins).
- Look at the last few years' yearbooks. Which ones were most popular/sold best and why? Think about what your school values and is most excited to see preserved on the pages of a yearbook.
- Ask administrators what they thought of the last four or five books. They may have some insights that help you make choices to support the business side of yearbook.

## DETERMINE YOUR ULTIMATE SALES GOAL:

- Is it more important to sell yearbooks for a profit as a fundraiser or keep prices down for your school community?
- Are there funds left over from last year's book?
- Are you expected to keep a balance in the account after the book is paid for? Or do you have a "use it or lose it" budget?
- Where will funds come from if a payment is needed for the invoice?
- Will you have an **Angel Program**? (More info on page 3, in case you missed it.)

**NOTES AND IDEAS:** \_\_\_\_\_

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\_\_\_\_\_

# BUDGET HISTORY

<b>ANNUAL EXPENSES</b>	<b>PREVIOUS</b>	<b>CURRENT(est.)</b>
Unpaid bills from prior year.....	\$ _____	\$ _____
Printing agreement (PA).....	\$ _____	\$ _____
Additions to PA.....	\$ _____	\$ _____
Computers..... (Hardware, software, supplies)	\$ _____	\$ _____
Office supplies.....	\$ _____	\$ _____
Postage.....	\$ _____	\$ _____
Photography..... (Cameras, flashes, memory cards, misc. equipment, supplies, repairs, other)	\$ _____	\$ _____
Professional photographer.....	\$ _____	\$ _____
Training/workshops/conventions.....	\$ _____	\$ _____
Other: _____	\$ _____	\$ _____
<b>TOTAL EXPENSES</b>	<b>\$ _____</b>	<b>\$ _____</b>

<b>ANNUAL INCOME</b>		
Yearbook sales.....	\$ _____	\$ _____
Advertising sales.....	\$ _____	\$ _____
Fundraising revenue.....	\$ _____	\$ _____
Yearbook accessory sales.....	\$ _____	\$ _____
Other: _____	\$ _____	\$ _____
Other: _____	\$ _____	\$ _____
Other: _____	\$ _____	\$ _____
<b>TOTAL INCOME</b>	<b>\$ _____</b>	<b>\$ _____</b>
<b>YEAR-END BALANCE</b>	<b>\$ _____</b>	<b>\$ _____</b>

Fillable PDF version available for download at [yearbookdiscoveries.com/yearbook-sales](http://yearbookdiscoveries.com/yearbook-sales).

# YEARBOOK SALES HISTORY

Look for patterns and trends in sales so you can capitalize on them. Selling the majority of your books as school starts means less stress concerning money and may earn pre-payment benefits or discounts.

## LAST YEAR'S SALES BY MONTH

Month	Books sold	Book sales revenue	This year	Revenue
August	_____	_____	_____	_____
September	_____	_____	_____	_____
October	_____	_____	_____	_____
November	_____	_____	_____	_____
December	_____	_____	_____	_____
January	_____	_____	_____	_____
February	_____	_____	_____	_____
March	_____	_____	_____	_____
April	_____	_____	_____	_____
May	_____	_____	_____	_____
June	_____	_____	_____	_____
July	_____	_____	_____	_____
<b>TOTAL</b>	_____	_____	_____	_____

## YEAR-OVER-YEAR SALES

### TRACKING DETAILS FOR FUTURE USE

Keeping up with book sales over time helps you make decisions about copy counts and sale prices. Start with last year and look back at the previous four years.

### ANNUAL BOOK SALES

Year	Books ordered	Book unsold	Enrollment	Buy rate*
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

\* buy rate = books sold ÷ enrollment

Fillable PDF version available for download at [yearbookdiscoveries.com/yearbook-sales](http://yearbookdiscoveries.com/yearbook-sales).





# DETERMINE PRICING

## How much should you charge for your book?

Yearbook sales should be one of your top priorities. Selling more books is the absolute easiest way to ensure the financial well-being of your program. Work closely with your rep as you confirm your selling price and costs.

## FUNDING YOUR PROGRAM

Start with the total amount of your contract: \$\_\_\_\_\_

Number of copies of the book are you ordering: \_\_\_\_\_

Contract divided by number of copies =

**\$\_\_\_\_\_ PER-BOOK COST**

Plus \$\_\_\_\_\_ Sales tax/online fees (if applicable)

Plus \$\_\_\_\_\_ Profit you'd like to gain (if applicable)

Equals \$\_\_\_\_\_ This is your basic book sales price.

If this seems like a price that's too high for your customer base (parents, grandparents, guardians), consider selling business and senior ads. The money you make from ad sales helps offset the cost of the book.

## POTENTIAL EXPENSES:

Consider what expenses your program will need to cover this year. For example:

\$\_\_\_\_\_ Staff incentives (T-shirts, pizza parties, etc.)

Plus \$\_\_\_\_\_ Membership in associations (State student journalism or CSPA, JEA, NSPA or Quill and Scroll)

Plus \$\_\_\_\_\_ Workbooks and classroom materials

Plus \$\_\_\_\_\_ Camera or computer equipment

**\$\_\_\_\_\_ SUBTOTAL**

## POTENTIAL INCOME:

\$\_\_\_\_\_ Other sources of funding, such as a percentage of monies gathered through picture day sales or sponsorships.

\$\_\_\_\_\_ Potential ad sales offset. Look at last year's total income from ads.

\$\_\_\_\_\_ Add-ons like personalization and plastic book covers. You determine the price for these, too.

## Add up and subtract from expenses above.

Then add the resulting total to your contract amount and recalculate.

**\$\_\_\_\_\_ NEW TOTAL**

**\$\_\_\_\_\_ NEW PER-BOOK COST**



**ELEMENTARY AND COMBINED SCHOOLS:** If your school offers 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.

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

Additional items such as plastic covers, autograph supplements and personalization with either a name stamp or name plate may be purchased along with the yearbook and set up in Yearbook Order Center. If priced appropriately, these extra items can be part of the staff's fundraising efforts.

Some staffs offer either the name stamp or name plate to anyone who purchases a book by an early sales deadline.

Be sure to check with your yearbook representative for pricing and ordering deadlines for extra yearbook items.

### OPTIONS INCLUDE THE FOLLOWING:

- Personalization (choose which or both) @ \$\_\_\_\_\_/book
- Name stamp @ \$\_\_\_\_\_/book
- Name plate @ \$\_\_\_\_\_/book
- World Yearbook supplement @ \$\_\_\_\_\_/book
- Our World supplement @ \$\_\_\_\_\_/book
- Blank autograph supplement @ \$\_\_\_\_\_/book

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

#### A LA CARTE EXAMPLE:

**\$50:** Yearbook only

**\$12:** Name plate

**\$7:** Autograph supplement

#### SIMPLE PACKAGE BREAKDOWN EXAMPLE:

	Gold	Silver	Bronze
Yearbook	●	●	●
Name plate	●	●	
Autograph supplement	●		
	<b>\$65</b>	<b>\$60</b>	<b>\$50</b>

## PRICING ADS

Setting prices for student and business ads can be tricky and another time to ask your rep for assistance. Here's a place to start:

### Determine the cost of a whole yearbook page.

\$\_\_\_\_\_per-copy cost  
*divided by the total  
 number of pages =*  
 cost per page \$\_\_\_\_\_

Divide out by additional ad sizes — if you plan to offer.

#### 1/2 page:

\$ \_\_\_\_\_

#### 1/4 page:

\$ \_\_\_\_\_

#### 1/8 page:

\$ \_\_\_\_\_

#### 1/16 page:

\$ \_\_\_\_\_

Now that you've calculated the amounts, consider the value of the space and what parents and businesses will pay, then adjust your final price accordingly.

**Sell early:** It's critical to sell ads early in the year to ensure your page count doesn't need to adjust drastically after your cover is submitted. Selling ad space early with wording like "reserve your space today" is essential. Ads can be designed and finished after the rush of fall, but you need to get your space straight early on.

# SIMPLIFY THE PROCESS

## PLAN SALES AROUND THE CALENDAR

**The majority of purchasers are the students' parents.** Look for times when both parents and students are at school: registration, sports events, performing arts shows and conferences are all good times to promote sales with banners, posters and handouts. Show your school community that your staff is recording the memories their students are making. If the situation fits, you might even set up a few laptops where parents can order on the spot. Make sure they know your job number.

### THINGS TO KEEP IN MIND:

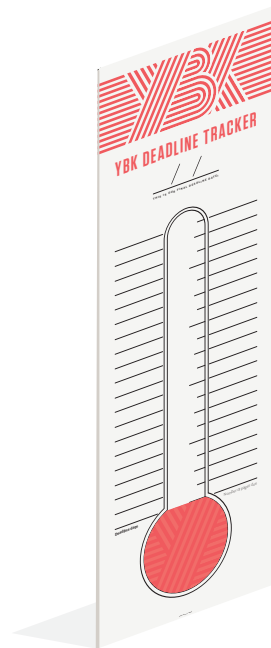
- If you are enrolled in **Sales Assist**, refer to the calendar on page 13 and plan sales' start and end dates around the marketing emails sent on your behalf by Varsity Yearbook.
- Keep sales short. One-week promotions increase the sense of urgency.
- Use holidays to promote giving yearbooks as gifts. Grandparents or other relatives often see the yearbook as a keepsake that will always be appreciated. Consider discount codes around Thanksgiving and Christmas.
- Plan promotions so they coincide with likely paydays, and steer around other times that fees are due.
- Stay the course. If the yearbook staff has done a good job of promoting and publicizing the yearbook sale and its specific dates, then be sure to adhere to those dates. Otherwise, purchasers will feel like the dates don't really matter — and they'll believe they can buy at the previous prices if they just ask.

## TRY 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.

Assess progress after each time period ends to determine how you can convince even more students to want a yearbook or more parents to buy during the next sales period. Strategize messages for each time period — attempting to create a sense of urgency. While it's not a bad thing to have some books to sell at distribution, it's best to know that you've already sold enough books to cover your bill as early in the year as possible.

You can also align with deadlines to promote who's included in the book right before the price increases.



**TIER 1** PRICE \$ \_\_\_\_\_

SALES DATES: \_\_\_\_\_

**TIER 2** PRICE \$ \_\_\_\_\_

SALES DATES: \_\_\_\_\_

**TIER 3** PRICE \$ \_\_\_\_\_

SALES DATES: \_\_\_\_\_

**Distribution Day price** \$ \_\_\_\_\_

# DON'T MAKE IT HARD TO PAY

No matter how your school chooses to sell the yearbook, your goal is to make it as easy as possible for buyers. Whether you hold actual face-to-face sales or online sales through the Yearbook Order Center (or both), make sure parents and students know what to do, how to pay and when to order by. (Repeat this throughout the year.)

### **Our recommendations for the easiest yearbook and advertising sales:**

**Sell early and often:** We have seen book sales really soar early in the year, especially at registration, which is one of the few times parents and kids are at school together. Fall events, when school spirit is at a high point, present great times to get buyers. But you have to repeat, repeat, repeat.

**Sell online through Yearbook Order Center:** Once you have pricing decisions made, it only takes a few minutes to set up **eBusiness** and activate **YearbookOrderCenter.com**. Collecting money is filled with pitfalls and extra work.

**Use Sales Assist for Books and Ads:** Parents and guardians get emails, and one click takes them to purchase online. They can take advantage of PayPal's Pay In 4 program, as well.

**Adopt Online Ad Creation:** If you're selling ads, this program allows the buyers to enter all information and pay online. You can control the overall look of the ads, but the rest of the work, including collecting money, is off your list. When the ad is complete, you pull it into eDesign and place it on the page.

**Reward early buyers:** Start the year with the lowest prices and set a few milestones to raise the book prices. Get your rep's help with this and study the calendar carefully. Make sure sales deadlines end on logical days not on weekends, holidays or right after a break.

**Consider Discount Codes and how they could help push sales:** What if you include a discount code in the first parent newsletter of the year? How about a slip of paper handed out at football games? Get creative! Everyone loves getting a discount.

# TAKE NOTE

Use this space to make some notes about big events of the season: Back-to-school events, fall festivities and winter celebrations. Be sure to factor in some price increases and big sale dates.

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# PREPARE TO PROMOTE

## DON'T PLAY GUESS WHO

### Having complete name lists is mission-critical.

It's great for proofing portrait pages, spell-checking names and running coverage reports within **eDesign**. And that's just the beginning. A basic name list allows you to use our email programs, **Sales Assist** and **Send and Sell**, to promote your book and send reminders. Ask for a new list each year from your administrative office, and make sure it reflects new students, address changes, etc.

### Only a few fields are required, but all are helpful:

- REQUIRED: First and last names (in separate fields)
- REQUIRED: Grade
- REQUIRED for Sales Assist/Send and Sell: Parent email address
- Full mailing address (separate fields for address line one, two, city, state or province and ZIP or postal code)
- Homeroom or identifying class period
- Student ID or some unique identifier
- Student email address (for upper grades)

### Also, you'll want a list of faculty and staff members. Request the following fields:

- First and last names (in separate fields)
- Substitute STA for staff or FAC for faculty in the grade field

## WHY USE SALES ASSIST?

### Because we know Sales Assist works.

- We see almost three times the industry-standard email open rate.
- Even in schools ordering more books vs. the prior year, those using the program grew 7% more on average than those not using Sales Assist.
- Schools whose book orders increase each year are more likely to be enrolled in Sales Assist.
- Thousands of schools can't be wrong. At its peak enrollment level between December and February, there are more than 1,600 schools using Sales Assist annually.



**TROUBLESHOOTING:** If your front office questions your need for the student list, provide them with our FERPA policy, or PIPEDA/FIPPA policy if you're in Canada. These explain how Varsity Yearbook follows laws related to using student information. Find them at [ybk.link/book-sales](http://ybk.link/book-sales).

## SALES ASSIST EMAIL SEND CALENDAR

Email scheduling and dates were carefully selected based on holidays, school sales calendars and the most common pricing trends we see in our schools nationwide. Coordinate your in-school efforts and your **Send and Sell** messages with this schedule and enter all purchases into **eBusiness** for the best results!

SEND	UPDATE IN-SCHOOL SALES:	DEPLOY DATE:
1	Monday • Aug. 26, 2024	Thursday • Aug. 29, 2024
2	Friday • Sept. 6, 2024	Wednesday • Sept. 11, 2024
3	Friday • Sept. 13, 2024	Wednesday • Sept. 18, 2024
4	Monday • Sept. 23, 2024	Thursday • Sept. 26, 2024
5	Friday • Oct. 4, 2024	Wednesday • Oct. 9, 2024
6	Thursday • Oct. 17, 2024	Tuesday • Oct. 22, 2024
7	Thursday • Oct. 24, 2024	Tuesday • Oct. 29, 2024
8	Friday • Nov. 1, 2024	Wednesday • Nov. 6, 2024
9	Friday • Nov. 8, 2024	Wednesday • Nov. 13, 2024
10	Friday • Nov. 15, 2024	Wednesday • Nov. 20, 2024
11	Friday • Nov. 22, 2024	Wednesday • Nov. 27, 2024
12	Thursday • Nov. 28, 2024	Tuesday • Dec. 3, 2024
13	Thursday • Dec. 12, 2024	Tuesday • Dec. 17, 2024
14	Friday • Dec. 20, 2024	Thursday • Dec. 26, 2024
15	Friday • Jan. 3, 2025	Wednesday • Jan. 8, 2025
16	Monday • Jan. 13, 2025	Thursday • Jan. 16, 2025
17	Friday • Jan. 17, 2025	Thursday • Jan. 23, 2025
18	Monday • Jan. 27, 2025	Thursday • Jan. 30, 2025
19	Thursday • Feb. 6, 2025	Tuesday • Feb. 11, 2025
20	Monday • Feb. 17, 2025	Thursday • Feb. 20, 2025
21	Monday • Feb. 24, 2025	Thursday • Feb. 27, 2025
22	Thursday • March 6, 2025	Tuesday • March 11, 2025
23	Thursday • March 13, 2025	Tuesday • March 18, 2025
24	Thursday • March 20, 2025	Tuesday • March 25, 2025
25	Friday • March 28, 2025	Wednesday • April 2, 2025
26	Thursday • April 10, 2025	Tuesday • April 15, 2025
27	Thursday • April 17, 2025	Tuesday • April 22, 2025
28	Thursday • April 24, 2025	Tuesday • April 29, 2025
29	Friday • May 2, 2025	Wednesday • May 7, 2025
30	Monday • May 12, 2025	Thursday • May 15, 2025
31	Friday • May 23, 2025	Wednesday • May 28, 2025
32	Monday • June 2, 2025	Thursday • June 5, 2025

TAKE NOTE: Dates listed represent the earliest day the campaign will begin. Campaigns may send during a two-day period. Go to [ybk.link/email-calendar](https://ybk.link/email-calendar) to print a copy.

## ALIGN YOUR YBK COVERAGE

Inclusive coverage is a valuable part of every yearbook. Not only does it raise the staff's credibility, but it also adds to the number of yearbooks sold. The more students who know they are in the book, the more books you are likely to sell. Think of ways to let students know that they have been pictured or quoted.

### THINGS TO KEEP IN MIND:

- **Set a staff goal** as to how many times you want to try to include each student in the yearbook, in addition to the class portrait. This number will vary by school size and book size. Two or three inclusions per student is both a worthwhile and workable goal.
- **Use eDesign's Coverage Report** to keep a list of people who have already been covered (or are likely to be covered because of their involvement in sports and clubs) and therefore need to be avoided for random candids and quotes. That doesn't mean you can't cover the involved kids if they have a great story to tell, but keeping a list helps the staff pick new subjects.
- **Use an inclusionary device** or a mod that has photos and/or quotes of several students as part of each content spread throughout the book. They're a great way to cover more students.
- **Run the index** after each deadline submission and post it on campus where it is sure to be noticed by students. This is a quick way to let students know where they are included in the yearbook.
- **Tell them they're in the book** using postcards, lists or even sneak peeks. Leading up to yearbook sales events and after pages have been submitted. **Send and Sell** can help you send an email to students who are covered but have not yet purchased a book.

# MAKE YOUR PROMO PLAN

**Establishing a strong presence in your school is important.** A great yearbook staff brings a school together by promoting events, giving students a voice and capturing the great memories of the year. Promotions are something you can and should do all year long.

- **Social media:** Create a social media account solely for your yearbook program to interact with parents and students. Always think of how your images or videos can generate interest. There are many ways to connect with your school and indirectly promote sales too. Use variety. Post photos, run polls and stay active. Be responsive and interactive to gain more followers — and keep them! See more tips in the **Guide to YBK Social**.
- **Email marketing:** Email remains an effective way to engage with both parents and students. **Sales Assist** is the best and easiest way to get in front of parents. **Send and Sell** can help you send messages specifically for the chosen audience.
- **School website and communication:** Work yearbook sales messages into every possible school-to-parent communication. Websites, bulletins and newsletters are a great place to start. Remind students through school announcements.
- **Posters and flyers:** We've provided samples of sales posters and flyers in this kit. Before you hang them, write your sale dates and details on them. Don't forget to include **YearbookOrderCenter.com** and your job number if that's how you collect money.



## TARGET YOUR SALES

**Aim your yearbook sales at specific groups on specific dates.** All buyers are different. They all have different needs and different expectations, so your team must take this into consideration.

### TEAMS/CLUBS

Think about sports teams, clubs, school organizations, other community groups and businesses who will potentially purchase a yearbook. Their needs and your persuasive techniques will vary from that of the individual students.

### PARENTS/GUARDIANS

A yearbook could be a way to have a window into their child's life at school and preserve memories of their involvement, academics and friends. Tap into their desire to stay involved. They may also have fond memories of their own yearbooks.

### FRESHMEN OR NEW STUDENTS

A yearbook could be a way to learn the school better and preserve memories of their very first year. Selling to them is important in beginning an ongoing tradition of buying the yearbook.

### GRADUATES

A yearbook is much more nostalgic and sentimental for these students. It's their last year of high school or middle school, a culmination of everything they've done to get to this point. For seniors, this is their last chance to own the volume that celebrates them and their classmates.



## SELL THOSE BOOKS

Ultimately, the yearbook is a surprise at the end of the school year. While the yearbook staff may be the only ones to know the content inside the book, it's important to let the rest of the student body know a bit about what's going on in the process.

### THINGS TO THINK ABOUT:

- **Tease an amazing photo** that will be printed in the yearbook or announce a really cool spread topic to get students excited and talking.
- **Request action** from your audience to create buzz and elicit interest. This could be asking students to submit photos or thoughts on a particular topic to be featured in the yearbook.
- **Run surveys** to contribute to coverage and generate story ideas. Poll students on which topic they would rather see in the yearbook, offering a handful of options.
- **Put posters** up in high-traffic areas around campus such as the quad, cafeteria, gyms, front office and hallways. Consider purchasing banners or yard signs and place them in car rider drop-off and pick-up areas.
- **Go one-on-one.** Prior to each big sale, consider placing fliers in lockers or car windshields to serve as reminders and generate interest.
- **Use eShare.** Having students and community members submit photos using the eShare program keeps students and parents involved and can result in great coverage that might have otherwise been missed.
- **Cover them all.** Not to repeat, but every student covered is a potential book buyer. If they know they're in the book, even better.
- **Keep it positive.** Studies show that buyers respond better to messages like "don't miss your chance" and "prices are going up." Reward your buyers with a feel-good moment.

## GROWING YOUR PROGRAM

1. The yearbook is for (and about) your customers, so make a book that appeals to them.
2. Every year is different. Students and parents want a book to be an accurate, unbiased and relevant report of what really happened during a specific year.
3. Raise your standing in the school by focusing on the leadership and communication skills that yearbook develops. The reputation of your yearbook program can affect whether students and parents buy.
4. Students and parents want to know more about the yearbook than just the price. Think of your promotions as movie trailers. Build excitement throughout the year.
5. Students are more likely to listen and pay attention to information coming from their peers — through a friend's social media, word of mouth, etc.
6. Students are more likely to buy a book if their peers buy. How can your yearbook both support the traditions of your school and become one of them?
7. The more diverse your yearbook staff is, the more reach/coverage you will have within your school. Diversity includes gender, social groups, ethnicity, class year, etc.
8. Make a big deal out of distribution! Host a party where every book-buyer is invited.

# MAKE IT YOURS

**Happy selling: We know you'll do great!** Make sure to visit [YearbookDiscoveries.com](http://YearbookDiscoveries.com) for more hints, tips and tricks for boosting your sales. Use the space below to jot down the best ones.

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**VARSITY  
YEARBOOK**