



Book Sales Success!

Kick off the school year with strong book and ad sales! Use the [Begin Your Sales section](#) for all the tools you need to get started, train your team and promote your yearbook.

- 1. Review the [Guide to YBK Sales](#):** Explore pricing strategies and set your sales goals. Try tiered pricing!
- 2. Set up sales on YearbookOrderCenter.com:** [eBusiness is now in eDesign](#) to create packages or a la carte items. Manage ad sales and settings through Online Ad Creation.
- 3. Enroll in [Sales Assist](#):** Upload your [name list to eBusiness](#), then contact your rep to enroll you in our marketing email campaign. Schools using Sales Assist saw 7% higher growth in their book sales on average.
- 4. Create a Promotion Plan:** Use the customizable template at [ybk.link/promo-planner](#). Promoting consistently will be the most effective way to sell your yearbook.
- 5. Strengthen Your Social Media:** Start with the [Guide to YBK Social](#) for tips and ready-to-post graphics at [ybk.link/sellonsocials](#).
- 6. Generate Sales Flyers:** Use the Sales Flyer Generator at [ybk.link/sales-flyers](#) for custom flyers with your school details. Additional options can be found on [Yearbook Discoveries](#).

P.S. Don't forget about our eDesign Webinar series! Find the available dates at [ybk.link/events](#).

STAY TUNED FOR THIS!

Varsity Spirit is offering awesome opportunities for young journalists to get first-hand experience covering big events through our national dance and cheer competitions this winter.

Keep an eye out for more details.

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



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