



## VARSITY YEARBOOK

### It's time for a Book Sales Blitz!

Get ready to boost your yearbook sales and win prizes with our [Book Sales Blitz](#) this December! We want to help you reach your sales goals by providing incentives for implementing great selling tactics — from strategy to social to signage.

#### How to Participate:

- **Sign Up:** Make sure you're eligible to win by signing up [here](#).
- **Complete Weekly Challenges:**
  - **Week 1: Strategy (Dec. 1–7):** Build a sales plan with your team using [this template](#). Send your plan to [ybk@varsity.com](mailto:ybk@varsity.com).
  - **Week 2: Social (Dec. 8–14):** Create sales-focused posts, tag Varsity Yearbook on social media and use [#BookSalesBlitz](#).
  - **Week 3: Signage (Dec. 15–21):** Show off creative ways you're promoting sales at school and share photos with us.

**Winners will be announced on Dec. 23 on social media!**

Don't miss this chance to crush your sales goals and win fun rewards.

### Can you share this with your past yearbook students?

#### We're looking for stories from alumni who were part of their school's yearbook staff!

If creating a yearbook impacted their life — shaping their career, skills or memories — we'd love to hear about it. [Please share this brief survey to help us inspire future yearbook students.](#)

### eDesign Tip of the Week:

The Name Tag overlay can be helpful to see which photos have been tagged properly. [Learn more with this video tutorial.](#)

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Varsity Yearbook recycles 2,000+ tons of paper and 200+ tons of aluminum plates every year.

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