



book sales **BLITZ**

Week Three: Oct. 20-24

Create urgency to close book (or ad) sales

MONDAY, OCT. 20: COUNTDOWN KICKOFF

Activity: Post a countdown graphic or reel showing how many days are left to buy at the current price (or before the deadline).

Social caption idea: The clock is ticking — only 5 days left to lock in your yearbook at this price! Don't wait, order today. **#VarsityBookSalesBlitz #VarsityYearbook**

TUESDAY, OCT. 21: TREND TUESDAY

Activity: Find an appropriate trending sound on Instagram or TikTok. Create a post that follows the trend while also promoting your book or ad sales.

Social caption idea: We put our own spin on the latest trend... but the message is clear — buy your yearbook now before it's too late! **#VarsityBookSalesBlitz #VarsityYearbook**

WEDNESDAY, OCT. 22: WINNING WEDNESDAY

Activity: Post grade or homeroom standings with who has bought the most yearbooks. Create a sense of competition to encourage others to buy a yearbook.

Social caption idea: Freshmen are in the lead. Sophomores can you catch up? Buy today to boost your grade using the link in our bio. **#VarsityBookSalesBlitz #VarsityYearbook**

THURSDAY, OCT. 23: SALES STATION

Activity: Set up an outreach table or bulletin board in your school. List out students who haven't bought a yearbook as a reminder. Take photos while at your booth and post your setup on social media.

Social caption idea: Find us at our sales station today! Check the list, buy your book, and secure your copy before time runs out. **#VarsityBookSalesBlitz #VarsityYearbook**

FRIDAY, OCT. 24: FINAL CALL FRIDAY

Activity: Share a bold, urgent graphic (ex: "LAST DAY" or "Final Hours") reminding students it's the final day of this sales push.

Social caption idea: This is it — the final call! Today is your last chance to get your yearbook during the #VarsityBookSalesBlitz! Don't miss out! **#VarsityYearbook**