

2010 YEARBOOK SALES STRATEGIES

NOW LET'S BE CLEAR: We're not saying that you have to implement every sales strategy on this list. Not at all. But please read through all of the strategies and think about them: Which ones will work best for your school, for your staff, for you? Discuss these strategies with your students, your fellow faculty members and your administrators. From this list, choose the best ideas, the ones you believe will work at your school with your students. You can check off the ones you are considering.

- _____ Enroll in an Order Center program: Order Day or Buy the Book
- _____ Get the Order Center link and/or a PDF of sales flier on the school home page
- _____ Increase the price of the yearbook throughout the year to encourage early subscriptions
- _____ Put stacks of yearbook sales fliers in the front office, the guidance office and the clinic
- _____ Create a separate sales flier that specifically targets the school's faculty and staff; distribute these fliers to staff mailboxes
- _____ Run a sales contest for yearbook staff members; each yearbook staffer gets some sales flier and writes his/her name on the back of each flier; every book sale can then be attributed to a specific staff member. The person who sells the most books wins a prize
- _____ Publish an advertisement in the PTSA newsletter and in the school newspaper
- _____ Write and schedule announcements for daily PA and/or video announcements
- _____ Order a yearbook sales banner from HJ Marketing and hang it at the front entrance of the school
- _____ Hang "Buy a Yearbook" posters in the hallways
- _____ Create "Buy a Yearbook" posters for the community — post in grocery stores, at the mall, in local hangouts and in the store windows of yearbook advertisers
- _____ Create a countdown — *we have xx number of books left* — and post in a prominent area; you may need to lie about the number of books left so you can create a sense of urgency. The statement "100 books left" is more powerful than "750 books left"
- _____ Decorate a display case in a prominent area of the school; this display might include past copies of the yearbook, yearbook posters and sales fliers
- _____ Chalk the school sidewalks prior to community events such as Back to School Night or home football games
- _____ Distribute sales fliers in the parking lots at home athletic events, school concerts and theater productions
- _____ Send a principal email blast/keep in touch email
- _____ Send a principal phone blast
- _____ Send news releases to local newspapers to advertise yearbook and senior ad sales
- _____ Rush the lunchroom: *Go to the cafeteria during lunch with order forms and distribute them*
- _____ Create a powerpoint of photos, set to music, that runs during lunches or announcements; use the powerpoint to promote the sale of the yearbook
- _____ Create a holiday marketing campaign: *Whether you've been naughty or nice, you still deserve a yearbook on distribution day*
- _____ Make December 31 the deadline for ordering namestamps or nameplates; use that deadline to encourage sales
- _____ Mail "Gotcha" Cards: *Did you know that you are on page x of the yearbook? Buy it today!*
- _____ Mail reminder postcards: *Books will not be on sale after March 31! Buy yours today!*
- _____ Purchase staff t-shirts to promote yearbook sales: *I got mine. Did you get yours?*
- _____ Create a Facebook page for yearbook; post a PDF of the sales flier on the page
- _____ Post candid photos from the yearbook on the Facebook page and tag the kids in the photos

2010 YEARBOOK SALES **OUR PLAN**

HEY MAN, WHAT'S THE PLAN? It's one thing to say you have goals. It's another thing to achieve those goals. For successful sales, you'll need a plan that's easy to implement.

BEFORE THE END OF THE 2009 SCHOOL YEAR, OUR STAFF WILL

- _____ Develop a budget for the 2010 yearbook, which requires us to set our book prices, ad prices and sales goals
- _____ Review the budget with Vicky or Kara
- _____ Enroll our school in an Order Center program
- _____ Create a book sales flier for the back-to-school packet
- _____ Photocopy the sales flier and give it to a school staff member for distribution
- _____ Create an ads sales flier for mailing in September
- _____ Submit an advertisement to the first PTSA newsletter of the school year

BEFORE THE SCHOOL YEAR BEGINS, OUR STAFF WILL

- _____ Hang up the yearbook posters provided in the kit
- _____ Display the Yearbooks on Sale banner near the main entrance of the school
- _____ Set up a table where we can sell yearbooks during orientation/schedule pick up
- _____ Write audio or video announcements for the first weeks of school
- _____ Place stacks of yearbook sales fliers in the front office, in guidance and in the clinic
- _____ Send information regarding yearbook sales, portraits and ad sales to the front office staff as well as all subschool secretaries
- _____ Contact the school's webmaster to put the link to the sales flier and/or the Yearbook Order Center on the school's home page

BEFORE BACK-TO-SCHOOL NIGHT, OUR STAFF WILL

- _____ Set up a table where we can sell yearbooks
- _____ Print postcards with yearbook sales information to distribute to parents
- _____ Make personal ad sales fliers available to parents

EACH MONTH, OUR STAFF WILL

- _____ Replenish the stacks of sales fliers in the front office, in guidance and in the clinic
- _____ Write a new set of audio or video announcements
- _____ Run HJ Index Builder so we can update the hit list
- _____ Send Gotcha! cards to students who have been pictured or quoted in the book

IN DECEMBER, OUR STAFF WILL

- _____ Create a holiday marketing campaign: *Whether you've been naughty or nice, you still deserve a yearbook on distribution day*
- _____ Publicize the last day to purchase namestamps or nameplates is December 31

IN MARCH, OUR STAFF WILL

- _____ Send Gotcha! cards to students who have been pictured or quoted in the book
- _____ Publicize the last day to purchase a yearbook is March 31

PRIOR TO YEARBOOK DISTRIBUTION, OUR STAFF WILL

- _____ Create a countdown to yearbook distribution; publicize the number of book remaining
- _____ Post a list of everyone who has purchased a yearbook
