

SO..we made the book. (yay!) now we need to **SELL** it

Let's do some yearbook math.

STRONG yearbook sales + **QUALITY** product (you got that!) – the **STRESS** of leftover books and unpaid bills
= **PROUD AND SATISFIED** Admin, Advisers & Yerds

What's your total book count? How many have you sold? What number did you sell by this time last year? How many seniors haven't bought a book yet? How many freshmen? Do you have senior ad buyers who haven't bought books?

But most importantly,

WHAT IS THE PLAN FOR SELLING THE REST OF YOUR BOOKS?

Here are some suggestions and strategies – get your staff organized and make a plan to **SELL, SELL, SELL!**

RUSH THE LUNCHROOM

Print multiple copies of your BUYER list from eBusiness. Put the lists on clipboards for staffers to take to the cafeteria. Create and print sales fliers, quick reminder cards (printing on business cards is easy!), or blank order forms. Get CREATIVE to make a splash in the cafeteria – borrow the school mascot, get some candy to throw to the crowd, host a karaoke contest, get some balloons! Then send your staffers out with their lists like elves, stop by tables to check if students are on the BUYER list, and pass out as many of those fliers, cards, or order forms as you can to advertise your LAST DAY TO BUY before the Yearbook Order Center closes!

'YOU'RE IN IT, DO YOU HAVE IT?' CARDS

Print your NON-BUYER list from eBusiness. Print a final coverage report from eDesign or print a copy of your Index. Do some cross-referencing – which students are IN the book on multiple pages but have NOT bought a book? Let's make sure they know that we told their story and snapped their pic! Use the template provided in Create & Share to customize a card for your school - use your theme colors, maybe add your social media info too so they can go check out all the sneak-peeks you've posted during the year! Distribute 'You're In It, Do You Have It?' cards to all those students before your Yearbook Order Center window closes to sell those final books!

UPDATE YOUR ORDER FORMS AND GET THEM OUT THERE

Update your order forms or create a new LAST CHANCE sales flyer. Check out the templates provided in Create & Share for inspiration and quick production! Include your final sales date for the Yearbook Order Center. Then grab a school calendar and make a list of all the places your staffers can distribute fliers to parents – college planning nights, spring sports events, the spring musical, multi-cultural night. Where can you find customers?

SHOW OFF YOUR BOOK AND GENERATE SOME BUZZ

Print out some of those fantastic spreads your staffers have created and post them up. Create a display or 'borrow' a bulletin board in a central location and give students a sneak peak of what you're selling! OR print out pictures of students who are in the book but haven't bought one yet, create labels with Yearbook Order Center info, and put a label on each photo. Create a display so that students can take the photo they're in (and all the info they need for ordering a book is on the back. Done!)

SOCIAL MEDIA CAMPAIGN

Create some online buzz and get people liking and retweeting to help you spread the word about your final Yearbook Order Center sales deadline. Use your TWITTER or INSTAGRAM to start a COUNTDOWN to the final day to order. Reveal a different spread each day or highlight a fantastic photo. Give kudos to your staffers with profiles or mini-interviews about what they liked best about creating this book and why they think EVERYONE should buy one. Maybe create a "If this gets ___ number of retweets, we'll _____" contest to get your staffers invested to help spread the word! (Buy them pizza, raffle off a giftcard, etc.)

PAPER THOSE LOCKERS THAT NO ONE OPENS

Print off quarter-page flyers with Yearbook Order Center information. Have your staffers stay after school one evening to tape them to each locker so that when students arrive the next morning, there's no mistaking that it is TIME to order a yearbook!

MAKE A COMMERCIAL

Go rewatch some of those hilarious Super Bowl ads and get inspired! Have your staffers create their own yearbook sales commercial and then put it on social media, the morning announcements, and the school website! Make it go viral!