



# Scrapbook...

## Your way to Better Ad Sales

### THE PLAN: HOLD AN AD LAYOUT WORKSHOP FOR PARENTS

#### How to do it:

1. Contact a scrapbooking consultant in your area. There is a very good chance that one of the teachers or parents at your school is a consultant. Companies include Creative Memories, Stampin' Up, and Close to My Heart. You can locate consultants online or by word of mouth. Consultants will be glad to come out and help for a nominal fee and the opportunity to network with new clients. The fee will cover their time and the cost of a few supplies like paper and stickers. See what you can work out with the consultant. In addition, he/she will have tools the parents can use to help make their ad page.
2. Advertise the workshop to parents. Explain that there is a fee (\$5 is about right) for the workshop, but they will receive all the supplies and help they need to create their ad. Tell them to be prepared to choose 5-10 pictures for their full-page ad. Explain that photos may not be returned, so they need to choose appropriately or make copies of the photos on a photo-making machine (like the Kodak Picture Maker). Explain that color photocopies are not acceptable.
3. When parents arrive, do a brief presentation on what looks good in an ad using the Do's and Don'ts of Memory Pages handout. Then give them time to work on their page as you (the consultant) and the staff members help. Parents are often hungry for page layout help and will really appreciate this.
4. When the parents leave you should have their camera-ready ad, a signed contract, and payment for the ad.
5. You might waive the workshop fee for anyone who buys a full page B&W or color ad.