



Sell More Books

More Great Sales Ideas

BEAT THE WINTER BLUES AND SELL MORE YEARBOOKS

by Daryl Orr, Downingtown Senior High School, Pennsylvania

With all the demands on teenagers' wallets, yearbook sales become increasingly difficult. With the excitement of the opening of school, homecoming hoopla, and holiday gift giving all but faint memories, wintertime yearbook sales are often sluggish at best. Students that have waited this long into the school year to purchase their yearbook most likely plan to wait until the books arrive to "check 'em out" before deciding to part with some of their hard earned cash. Trying to generate interest in buying yearbooks at this time of year poses a challenge for editors and advisers alike.

The editors of Downingtown Senior High School's yearbook, *Our Year*, came up with an interesting plan to stir up sales by appealing to a basic teenager pastime. . . movies. With the aid of a local movie theater that donated free movie passes, the yearbook staff launched a "buy one-get one free" winter sales campaign. Whenever a student purchased a yearbook during this special promotion, they would receive a free movie pass along with their book. This "get something for nothing" marketing technique, that has been a staple of Wall Street for years, also works in high schools as well.

Our "buy one-get one free" campaign helped produce the most successful pre-wintertime sales in our school's history. With the help of our winter sales drive, we pre-sold over 80% of our yearbooks by the end of February.

FREE CANDY IS ALWAYS A HIT

by Ms. Linda Davis, Birch Run High School, Michigan

Kids love free food, especially candy. Once a year, we distribute bite-size pieces of wrapped candy, with yearbook messages taped to them. Some examples:

—Dum-dum suckers: "Don't be a dum-dum; order your yearbook before it's too late."

—Jolly ranchers: "Be a jolly good fellow; order your yearbook!"

—Smarties: "Be a smartie, buy a yearbook this week!"

—Junior Mint: "You mean a mint to us, that's why you're in the yearbook! Order yours today!"

Of course, every mini-message also includes dates of sales campaign, cost, and where and how to order.

INVOLVE ALL STUDENTS TO SELL MORE BOOKS

by Debbie Lukens, Fleetwood Area High School, Pennsylvania

We set the goal for 50% of the school to buy yearbooks. We actually got 75%! Our yearbook from last year really helped sell this year's—it got everyone excited.

My classroom, of course, is the "yearbook room." One side is dedicated to all the yearbook stuff, including the big bulletin board. Since I do regular classes, along with study halls and detention, I "allow" well-behaved students in my room to look at all the yearbooks I've collected over the years, not just our school's, but other local schools. Students now come from all over to "borrow" yearbooks, during study halls, lunch, etc. I have an "open door" policy, and everyone knows they must ask permission to borrow.

I also let students look at proofs of certain pages from our current production, like sports teams, if I know they are in that sport. This way they all get to "preview" the yearbook and feel as if they are involved. I also accept pictures from anyone and everyone.

By the time the yearbook is actually distributed, almost every student feels they have had a hand in it. The upperclassman start right off in the beginning of the year

giving me suggestions, even if they aren't in yearbook.

As an English teacher, I use the proofs as a teaching tool for my freshmen to learn writing and proofing. They love it! I also make a point of reviewing the proofs with people involved on that page, like clubs, etc.

Another hint—put lots of pictures of the principal in. You'd be surprised at the support you get from the administration that way!

PTA NIGHTS AND PARENT FUNCTIONS

by Linda Davis, Birch Run High School, Michigan

Have yearbook members staff a table at Parent-Teacher Conference nights, school open houses, and other school functions where parents might attend. Get staff members to take orders and distribute order blanks. If you have comps or proofs of your yearbook cover and/or interior pages, display them. They will help you generate interest and excitement around the yearbook.

Remember, parents are the ones with the money, so you want to be at as many of the functions that parents attend as possible. Also, make payment options as flexible as possible—check, credit cards, cash, or payment systems.

PHOTOCOPY PROOF PAGES

by Linda Davis, Birch Run High School, Michigan

When proofs are received, make photocopies and hang them in the halls. This allows students to "see what they'll be missing" if they don't buy a book.

This also helps build interest and excitement about the yearbook. It also helps generate sales. And that is a good thing.