

MONEY MAKERS

Unexpected Book Sales

Late next month it will be time to give us a final number of books you wish to order for the year. It is also the time of the year that the budget can either be totally finished with or it may be the biggest problem you face as an adviser and staff. Right now you can either afford your book or you are looking at being a few dollars short and need to make up some additional funds quickly to balance it all out.

Never fear, we are ready to come to the rescue with some last-minute book sales ideas that may just get you over the top in terms of selling any extra books. We want you to consider these new buyers that you may never have offered a yearbook to before.

Clothing stores

You should be encouraging your local clothing stores to purchase yearbooks to be used in fall back-to-school sales displays or other promotions. They are great props for window and indoor displays.



Transfer students

Ask your office to inform you each time a new student enters your school. Then have a member of the staff contact them personally to ask them if they want to reserve a copy of the yearbook. This works well if you take their picture at the same time to put in the yearbook

on a "new students" page.

Realtors

Every realtor in the world needs one or more yearbooks each year. Count up the huge number of realtors in your area and sell them all a copy. The yearbook is a great sales aid to home buyers. It really shows them what the neighborhood school is like. If a prospective home buyer has teenagers, the wise realtor might give a copy of the book to the student. If a \$200,000 sale of a home is made because of the parents being sold on the local school, then the realtor's investment really paid off, didn't it?



Waiting rooms

Doctors, dentists and orthodontists should be your first stop, especially orthodontists.



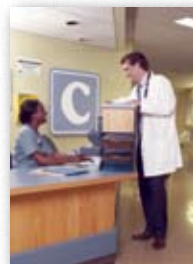
We know of one brace tightener who has yearbooks going back 15 years for all the schools in his

area. When a prospective patient comes in he shows them the freshman (or middle school) photo of a current patient and then shows them their senior picture. Kind of a before and after example. We hear it works every time.

Don't forget hospitals

Many hospitals have waiting rooms on every floor and in every department. The maternity ward is a great place to sell one, as they can circle the pictures of graduating seniors that were born in their hospital.

Go to the hospital's business office to make the sale. This is also a good way to sell older copies that are just taking



up space in a storeroom. Other great waiting rooms are accountants, corporate administrators and insurance companies. Make sure and focus specifically on parents from your school who may have waiting rooms.

Fans

Is your basketball team in the playoffs? If so, set up a sales table at the game with a display of basketball photos you plan to use in the book. Don't sell the photos. Tell the fans to buy a book for the story of your championship team.



Your principal or school district administration

Yearbooks make a great thank you gift for your principal or superintendent to give to people he or she wants to thank: parents, event sponsors, honored alumni, school board members and faculty members are all folks they could buy a copy for. If they buy in bulk, give them a small discount.

Historical books

Contact local libraries and historical societies to see if they are interested in purchasing a copy of your yearbook to use for historical purposes, records and collections. A discount may be in order here as well as these are usually non-profit organizations.



Who sells these books? They can be sold by your business manager once he or she is done with your student sales. Or you can make it a goal for the entire staff to sell a certain number of books outside of school during or before your holiday break.