

We want to **HELP** you get to

90%

or better!

90% of what you ask? Our goal for 2006 is that 90% or more of your students buy yearbooks. Now we know that many of you already have that kind of buy rate. Others of you may only be selling 20% of your students yearbooks and 90% is an unreachable goal to happen in one year. But we have to start somewhere and this is it.

Before we start it is important that you know why this is so important. Three reasons:

1 The more books you sell the less money you pay per book. This makes all the books more affordable for all the kids.

2 You do a fantastic job of covering all the students in your school. Shouldn't they all have a copy of the yearbook they are in?

3 Students don't always understand the value of a yearbook until they don't have one at the end of the year, or later in their lives.

What we are asking you to do is to make an effort. We will show you how. We have more programs to help you sell yearbooks than you can believe. And it is beyond important that you have a plan in place.

To help you accomplish this goal we would like to meet with you early in the year to discuss exactly how we are going to do this. We also promise that each issue of this newsletter will feature a book sales idea as well as weekly tips about book sales as part of our e-mail Tips of the Day—watch and read them all.



So let's make every student and parent happy. A book for every student in your school this year. It can happen. ✕

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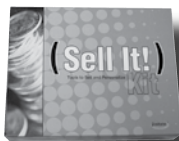
Each month a great way to achieve our goal of moving towards a 90% buy rate. This month:

Do Anything!

Some schools just let book sales happen. Sorry folks, but that does not work. Yearbooks need to be sold. And you are the only people out there who are going to sell them. And it will take some effort.

Here is how to start.

- 1) Locate the Sell It Box in your Yearbook Kit. It looks like this...
- 2) Find the Sell It! Marketing Guide and browse through it yourself and then hand it to a couple of self-motivated students on your staff and have them read it. To find these self-motivated students make sure and read page three entirely.
- 3) Then, ask these students to make a written recommendation of the best way to sell yearbooks to the students who are not currently buying them based on the materials in the booklet and the box.
- 4) Refine the plan that the students have come up with.
- 5) Go with the students to present the plan to your administration. Having it in writing to them will really help sell them on any idea you have.



The real key here is to do something! Anything! We can not stress enough that yearbooks (no matter how good they are) will not sell themselves. You have to do it. And at the end of the year if even one student doesn't have a book that wants one, we have failed that student. ✘



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Get Personal

Hopefully by now you have run an all-school yearbook sales campaign. One that has done the big job of getting the majority of students to buy their yearbook. For discussions sake, let's say you have sold 80% of your students yearbooks. (If you are not above 70% after your all-school campaign, you need to run another.) If you have only 20% of your students to still sell yearbooks to, it is time to get personal with those folks.

Think of this as the difference between TV advertising (your big sales campaign aimed at everyone) and a direct mail campaign (aimed only at your non-buyers).

Come up with a one-to-one sale that you target only those non-buyers. For instance, run off a flyer that goes to non-buyers every Monday morning for the month of November in their homeroom. Make it a bright color of paper so it is evident who is getting it each week. And each week include a reason for them (specifically) to buy a yearbook.

One great reason you could give them might be listing the number of times they are in the yearbook already (maybe even the pages they are on) as a reason to buy.

Be consistent! Make sure they get this flyer four times on Monday. Then plan a follow up. Maybe a PostIt™ on their locker or an IM or phone call from a yearbook staffer.

The key for this month is to make sure that every student who has not yet purchased a yearbook knows that they have not yet purchased a yearbook. I cannot count the number of times I have had students tell me they were sure they bought a yearbook but they didn't. ✖

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Gift Giving

If you have been following along on the road to 90% of your students buying yearbooks then you should be down to a very few who have not. Now it's time to get their parents involved.

Most parents understand the value of a yearbook. They probably own a few from their high school days. So selling them on the idea of making sure their son or daughter has a yearbook is an easy one.

And the holidays (no matter which ones you celebrate) are a great time to give parents that opportunity.

So, sit down at your computer and create a very nice gift certificate that you can sell to parents who are looking for just the right gift for their child. Then send them a letter or call them on the phone to let them know that little Johnny or Suzie has not purchased their yearbook yet. And that if they send (or bring) in a check this week, you will provide them with a beautiful gift certificate (you could even put it in a box and wrap if you wanted to go all out) for them to put under the tree.

This month's major push is at parents. Make sure that they know that their son or daughter has not purchased a yearbook and give them an opportunity to purchase one for them as well as solving one of their gift giving dilemmas. Don't be one of those advisers who gets end of the year phone calls from parents asking why no one let them know that little Johnny or Suzie did not buy a yearbook. ✕

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This month:

Last Chance

Spring delivery schools, this is your last chance to pre-sell yearbooks to students.

Take these last three weeks and make sure that you do all of the following:

- 1) Inform every non-buyer personally (by note, phone or visit) that they have not purchased a yearbook. Give them the opportunity to buy, one last time at the pre-sale price. Do this the first week of January.
- 2) Inform the parents of all non-buyers prior to the third week of January that their child has not purchased a yearbook and give them a chance to do it one last time at the pre-sale price.
- 3) When you get to the end of the month, analyze last years sales. If you have not sold the same amount of yearbooks you sold last year, then you need to discuss with your principal if you are going to order extra copies to sell at distribution. If your school has traditionally sold a large number of yearbooks when they are distributed you should ask your boss if he or she thinks you should order additional books to be sold then.

Never make the decision of whether to order unsold books on your own. I know schools with boxes of old yearbooks that were bought on adviser speculation. And the administration of that school was not very happy with that adviser. And you can rest assured that in the next three issues we will be giving you some great ideas on how to sell those books before then. ✖