

LET US GIVE YOU & YOUR STAFF MORE RESOURCES

SELLING BOOKS



It's not enough to create a beautiful yearbook and hope it sells. It takes strategic planning and implementation of the plan to experience a sell-out and true success. Sometimes, we get so wrapped up in creating the pages and developing the theme, that we lose sight on who we are creating them for-

EVERYONE! The more books you sell, the cheaper it is per book keeping the cost down for students.

First and foremost, create your book with your audience in mind. Take a few polls at the beginning of the year and ask! Make it a priority to include each student in the book a minimum of three times also! eDesign has the incredible ability to run "Coverage reports". Run one each week and use it as a "Hit List" for any student not in the book a minimum of three times. This report can also be filtered by students who have or have not purchased yet. These are the students you should target for interviews, Q & A's, and polls. Also, have a reminder card for how they can purchase after you interview them!

Take full advantage of technology whether it is our automated "SALES ASSIST" which will send timely emails for all non-buyers or "SEND and SELL" which enable schools to create their own custom emails and send out! We have to remind the parents in every way possible. Increase the price of your book throughout the year to create a sense of urgency. While you can have booths at home football games and Open House, we have found that the strongest marketing happens when you send a simple email reminder home to parents, as close to the deadline as possible, reminding them of the upcoming price increase. Be short, sweet and to the point. Also, include a hyperlink to your order center on the schools website, Facebook page, Instagram, and Twitter feed! Check out Pinterest for fun memes students can create! Or create a video with your staff to help sell!



ITF - MONTHLY TIP

Our **Ideas that Fly** book can be a resource all year long - this month we are focusing on **DIVIDERS**. It's easy to forget that dividers are an extension of the theme. Not only should the fonts, colors and overall design of dividers be the same as the cover and opening, but the photo(s) should relate the theme while focusing on the section. Take a look at some great examples of dividers starting on **page 88** in **volume 22 of Ideas That Fly**. If you do not have a copy, check it out online at www.yearbookdiscoveries.com.

PHOTO CHALLENGE

OCTOBER CHALLENGE CATEGORIES
Contest rules at [#yearbookphotochallenge](https://twitter.com/yearbookphotochallenge)

- #Yearbookphotochallenge_5
Depth of Field
- #Yearbookphotochallenge_6
Stopping Motion
- #Yearbookphotochallenge_7
Fall Colors
- #Yearbookphotochallenge_8
Teachers and Students

We will be awarding prizes to individuals and to yearbook staffs who take the challenge.

MOD IDEAS

We often go to the default of what needs to be covered in our student life section: Prom, Homecoming, & Spirit Week. Fun mods are a great way to engage the reader and include more kids. Below are some mod ideas.

- Most Memorable Moments
- How I was named
- Off to College/Alternative Plans
- A Crazy Day on Shift
- Best Advice
- Before you askwe are twins/triplets
- Remember When
- Locker Problems/Locker Messy or Clean?
- Favorite Fashion Trend
- Blast from the Past
- Favorite Colleges
- 10 Things you need to make it through "junior" year
- What you can't survive without
- Song of the year
- Celebrity Parents
- What are your wishes for the future?
- Snaphat filers-what are your favorite
- Your 6 Word Story
- My out of the ordinary hobby
- Summertime favorites
- Shopping Addiction
- Check out our latest blog post at WWW.STUDENTTRADITIONS.COM for even more ideas.

BUILDING COMMUNITY

GIVING BACK



We stand beside our neighbors affected by recent natural disasters. If you and members of your staff want to help by adopting a school, email us at ybkstrong@herffjones.com & we will pair you with a yearbook adviser at a school in an affected area.

DECA/YEARBOOK WEEK

We have more than enough materials and ideas, to help your staff WIN the DECA Challenge. Contact us today for more information and watch your yearbook sales grow!



DATES TO REMEMBER

- KEMPA OCTOBER 13
- IL PRINCIPALS CONVENTION OCT 16
- JEA NOVEMBER 16-19

JEA - DALLAS, TEXAS

Please let us know your travel plans so we can get you information on our special opportunities. There will be an Adviser Reception on Saturday night and "Meet with a Pro" sessions at our booth. See you in Dallas!

For more information and to register today, visit: www.jea.org

+ MORE INFO

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