

Sell More Books

- 1. Create Demand:** Chances are, you've already placed your order for 2005 with the plant, and you ordered a few more books than you currently have sold. If you have 100 left to sell, announce that there are only 50. People always rush to buy something they want if they think they'll miss an opportunity.
- 2. Use Walking Billboards:** Some students are always looking for a few extra points. Create an extra credit assignment to give staffers points for decorating their bodies (appropriately) to sell the yearbook. They could paint their T-shirt to advertise, wear a full-body costume for maximum attention and attach a 'Yearbooks for Sale, \$XX' sign. The ideas are limitless. If this idea would go against dress code, be sure to get your principal's prior approval. Chances are he/she will allow it for a day/week.
- 3. Call Home:** If your school has an automated phone system, use it! Record a short message telling parents when and how to buy books and have it sent out to every student's answering machine. If you don't have an automated system, ask the office if they can assist your staff by providing numbers and assign a couple students a day to sit in the office and make calls. Write a script to help those nervous callers.
- 4. Hold a Contest:** Hold a two-week last chance sale and offer an incentive to purchase a book.
Incentive ideas:
 - give a free autograph insert with each order
 - give \$5 off the purchase of a book
 - offer prizes- get several items donated and put student names in a drawing; this idea works well even if you include previous buyers. That way, everyone feels included and doesn't just encourage students who hadn't bought books yet.
- 5. Plan a Signing Party:** And announce that only yearbook buyers will be admitted. Advertise that books are selling like hotcakes and encourage students not to miss a chance to attend the end-of-year signing party.
- 6. Preview the Book:** Print layouts from the book and post them in well-viewed areas of the school with a sign announcing 'Look Who's in the Yearbook!'. Let students see themselves in the book, and they will want to buy. Got lockers? Get locker numbers of students who haven't yet ordered a book and are pictured on at least one page (other than their mug). Slip them a note letting them know they're in the book and to order today.
- 7. Post a List of Buyers:** Get a roster printout from the office and highlight everyone's name who bought a book. Post the list in a conspicuous area and encourage students to look to see if they bought a book. You'd be surprised how many kids don't purchase a book because they think they or their parents already have.

Think you don't have time to implement these sales strategies? Look around your classroom. Chances are, you have some staffers who aren't pulling their weight and would much rather work on a project like this than design pages or write copy. This could be the project that motivates them into action.

