

# MONEY MAKERS



## The best gift a student can get—their yearbook

**\$** If you are an adviser reading this, I have a question for you. What gift that your parents gave you in high school do you still own? Unless they gave you some heirloom jewelry that had been in your family forever or a classic car that you were smart enough to keep all these years, the answer is probably—nothing. Our goal here is to discuss the most long-lasting holiday gift that your parents can give to their kids—their yearbook.

By now you should have done enough selling of your yearbooks in your school that every student who is going to buy one, has already bought one. But if you are like most schools, this means you probably still have 20-30% of your students who are yearbookless. Time to sell to Mom and Dad. And a pre-holiday sale that lets them purchase one for their child is just what the doctor ordered.

Here is a quick three step plan to doing a holiday book sales campaign.

- 1** Start off by going to Yearbook Avenue clicking [Sell/ItPays>Promote](#). Once the screen opens, click the link for “Phase 2—Home for the Holidays.” This will take you to a screen where you can download very cool, full color coupons that you can print on your own inkjet color printer.
- 2** Scroll to the bottom of the Promote page on Yearbook Avenue and click the link for Parent/Business Sales and Ad Offer Letters. This will download a Word file of letters. The first two letters you can use as the basis for your parent mailing. (The others are really great to use to for selling PDA ads but more about that next month.)
- 3** Once you have a letter to the parents, send it. You can mail it yourself or you could save some money and send it with the next mailing that your school or district office sends out to parents. One of the letters is even set up to be sent from your principal. That one might be the perfect one to accompany a school newsletter.

Then just sit back and wait for the orders to come in. If you decide that you want to follow it up with a phone campaign, that will certainly help the sales as well. Or you could add on an e-mail campaign as well.

By the way, creating an e-mail campaign is easier than you would think. Just log onto Yearbook Avenue and choose [Sell/ItPays>Promote](#) and then click the link for Create an E-mail message. Follow the on-screen instructions and that is all there is to it.

Of course once the parents order, you will need to send out the gift certificates. Don't forget to do that or you will hear from some very upset parents. ▲

