

Need some extra ca\$h?

Try these super ways

to sell some more

books and make a

few extra bucks.

The date to tell

us how many

yearbooks you want

to order is getting

closer. Selling

additional

yearbooks is a great

way to raise extra

funds for workshops,

computers or more

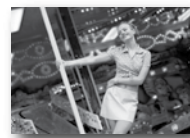
color pages!

In just a few weeks, it will be time to give us a final number of books you wish to order for the year. And, 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. 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.

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 even have some tips on selling previous year's books you might still be stuck with.

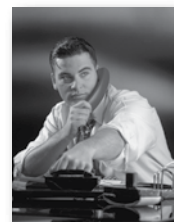
New buyers for this year

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.



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 sellers. 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 a yearbook, 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.

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 such as records or collections. A discount may be in order here as well.

Selling old yearbooks

Many of the schools we work with have a box or two (or unfortunately more) of old yearbooks. These books are left over from a year when someone ordered too many or people failed to pick them up. The best thing about these books is...they are already paid for. Anything you can make on them is pure profit to you. In the preceding paragraphs we have mentioned selling some of these books when you are out selling the current book. Here are some ideas about how to move those old books themselves.

Sell an entire box! Have any books from 1995, 1985 or 1975? How about 1996, 1986 and 1976? Maybe 1980? What do these years have in common? These classes are about to have their 10, 20, 25 and 30 year class reunions.

So, if you have a box of yearbooks from any of those years, consider contacting the reunion committee. When their reunion comes around, they'll be able to sell those books to folks and make a tidy profit. And you get rid of boxes of books that have just been taking up space.



And even if their reunion is not close, many alumni associations will purchase old yearbooks to stockpile for future use. You might give these folks a discount. You have already paid for the books and they will probably use them to raise funds for their association.

Famous People. Do you have any celebrities among your graduates, people who have achieved fame and fortune nationally? Even Brad Pitt and Jennifer Aniston went to high school or junior high somewhere.



If Brad, Jennifer or any

other celebrity graduated from your school and you still have a few copies of the yearbooks they appeared in (even their junior, sophomore or fresh-



man years) you may have a gold mine on your hands. In the past these books would be difficult to sell for any large amount of money without a lot of hassle. Today we have the Internet. Try logging on to E-bay or Amazon.com and putting the books up for auction. You will be amazed at the bids you will get for books with the right people in them. Even yearbooks of slightly famous people can draw good money.

If you sit and brainstorm as a group, we bet you can come up with more possibilities for selling books in your school. Let us know what they are so we can share them with other schools in the same boat.

Selling photos in the digital age

In the old days (before digital photography) yearbook staffs would set up a table at basketball games or Back to School nights and sell their leftover photos that didn't make it into the yearbook.

They would pin excess 5 x 7 prints to the walls and sell them for a quarter. Parents were eager to buy pictures of their kids.

Today we are in full digital mode. So extra photos are just extra hard drive space that can be deleted rather easily. But don't delete them until you have tried to sell them as a great fundraiser. And you can sell them in one of two ways.

You can still sell them from a table at a parent-attended event but this time with a slide show done with a digital projector. Then take orders for full color pictures to be mailed to the parents at home.

Or go really big time and put up web pages with your extra photos with a quick e-mail order form that allows parents to order pics right online. See if you can link it to your school's main website.

