



# HOW TO SELL YOUR YEARBOOK

01

Give early order incentives: offer your best price for early orders.

02

Sign up to sell your book online utilizing our Parent Storefront.

03

Send the Yearbook Order Form home in the backpack. (Download the form from our Help Center)

04

Set up a yearbook sales table at special events like back-to-school nights, school registrations, and parent/teacher conferences.

05

Display posters in hallways, cafeterias, and high traffic areas.

06

Promote your book on your school web, social media sites and newsletter.

07

Make reminder announcements over the school PA system.

08

Send emails to parents promoting the sale of the yearbook.

09

Offer a signing party for every student that purchases a yearbook when the books are distributed.

10

Keep a spreadsheet record of yearbook sales: Who; When; How Many; How Much and If Paid.

