

How to Sell Your Yearbook

- 1 Give early order incentives: offer your best price for early orders.
- 2 Send the Yearbook Order Form home in the backpack.
(Download the form from our [Help Center](#).)
- 3 Advertise in your school newsletter.
- 4 Set up a yearbook sales table at special events like back to school night, school registrations, and parent/teacher conferences. Promote on the school's website & social media sites.
- 5 Display posters in hallways, cafeterias, and high traffic areas.
- 6 Promote your book on your school web & social media sites.
- 7 Make reminder announcements over the school PA system.
- 8 Send emails to parents promoting the sale of the yearbook.
- 9 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.

