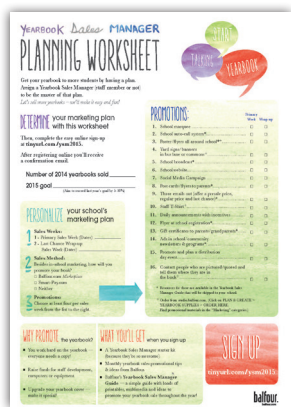


The **best** yearbook is a **sold-out** yearbook!

It's the ultimate goal and highest compliment - a yearbook 'sell out.' A **Yearbook Sales Manager** and simple marketing plan can make all the difference. Balfour is here to help with the promotion and sale of your yearbook, leaving you time to focus on designing a great book.

Balfour will work with you and your Yearbook Sales Manager to personalize a strategy that works for YOUR school. The Yearbook Sales Manager can be a yearbook staff member. A business student or a motivated PTO parent can also be good candidates.



We'll be providing ongoing communications, marketing advice and sales resources throughout the year. To get your yearbook 'sell-out' started, simply complete the **Yearbook Sales Manager Enrollment Plan**.

Sign up online at tinyurl.com/ysm2015.

Each Yearbook Sales Manager receives:

- A fun Starter Kit to kick off the sales year
- A complimentary copy of Balfour's **Yearbook Sales Manager Guide**
- Monthly support/tips/reminders from Balfour's marketing team
- E-support and assistance anytime you need it

For more information on how Balfour can help your yearbook sales, contact your Balfour representative.

Why promote the yearbook?

- Make sure all students receive a copy of this year's book. You and your staff work hard on it – everyone deserves a copy!
- Raise more funds for staff development, computers or equipment.
- Make your yearbook special by adding a special cover or other upgrade.
- ...and the list goes on and on!

