

# YEARBOOK *Sales* MANAGER PLANNING WORKSHEET



Get your yearbook to more students by having a plan. Assign a Yearbook Sales Manager (staff member or not) to be the master of that plan.

*Let's sell more yearbooks – we'll make it easy and fun!*

## DETERMINE your marketing plan with this worksheet

Then, complete the easy online sign-up at [tinyurl.com/ysm2015](http://tinyurl.com/ysm2015).

After registering online you'll receive a confirmation email.

**Number of 2014 yearbooks sold** \_\_\_\_\_

**2015 goal** \_\_\_\_\_

(Aim to exceed last year's goal by 5-10%)

## PERSONALIZE your school's marketing plan

### 1 Sales Weeks:

1 - Primary Sales Week (Dates): \_\_\_\_\_

2 - Last Chance Wrap-up Sales Week (Dates): \_\_\_\_\_

### 2 Sales Method:

Besides in-school marketing, how will you promote your book?

- Balfour.com *Marketplace*
- Smart-Pay.com
- Neither

### 3 Promotions:

Choose at least four per sales week from the list to the right.



## PROMOTIONS:

	Primary Week	Wrap-up
1. School marquee .....	<input type="checkbox"/>	<input type="checkbox"/>
2. School auto-call system*.....	<input type="checkbox"/>	<input type="checkbox"/>
3. Poster/flyers all around school*+.....	<input type="checkbox"/>	<input type="checkbox"/>
4. Yard signs/banners in bus lane or commons+.....	<input type="checkbox"/>	<input type="checkbox"/>
5. School broadcast* .....	<input type="checkbox"/>	<input type="checkbox"/>
6. School website.....	<input type="checkbox"/>	<input type="checkbox"/>
7. Social Media Campaign .....	<input type="checkbox"/>	<input type="checkbox"/>
8. Post cards/flyers to parents*.....	<input type="checkbox"/>	<input type="checkbox"/>
9. Three emails out (offer a presale price, regular price and last chance)*.....	<input type="checkbox"/>	<input type="checkbox"/>
10. Staff T-Shirt+.....	<input type="checkbox"/>	<input type="checkbox"/>
11. Daily announcements with incentives.....	<input type="checkbox"/>	<input type="checkbox"/>
12. Flyer at school registration*.....	<input type="checkbox"/>	<input type="checkbox"/>
13. Gift certificates to parents/grandparents*.....	<input type="checkbox"/>	<input type="checkbox"/>
14. Ads in school/community newsletters & programs*.....	<input type="checkbox"/>	<input type="checkbox"/>
15. Promote and plan a distribution day event.....	<input type="checkbox"/>	<input type="checkbox"/>
16. Contact people who are pictured/quoted and tell them where they are in the book+.....	<input type="checkbox"/>	<input type="checkbox"/>

\* Resources for these are available in the Yearbook Sales Manager Guide that will be shipped to your school.

+ Order from [studio.balfour.com](http://studio.balfour.com). (Click on PLAN & CREATE > YEARBOOK SUPPLIES > ORDER HERE. Find promotional materials in the "Marketing" categories.)

## WHY PROMOTE the yearbook?

- You work hard on the yearbook — everyone needs a copy!
- Raise funds for staff development, computers or equipment.
- Upgrade your yearbook cover — make it special!

## WHAT YOU'LL GET when you sign up

- A Yearbook Sales Manager starter kit (because they're so awesome).
- Monthly yearbook sales promotional tips & ideas from Balfour.
- Balfour's **Yearbook Sales Manager Guide** — a simple guide with loads of printables, multimedia and ideas to promote your yearbook sale throughout the year!

# SIGN UP

[tinyurl.com/ysm2015](http://tinyurl.com/ysm2015)