
the art
of
ADVISING
Get it? Got it. Great!

Marketing Strategies to increase Book Sales

1st
Step
Get Focused

Begin the “business” aspect of yearbook with a plan

Start with a description of your business.

Begin the “business” aspect of yearbook with a plan

What business are you in?

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What business are you in?

Publishing a yearbook directed toward
the following audiences:

Primary audience – students
attending the school

Secondary audiences - teachers,
staff, parents, local community,
journalism community, graduates,
newspapers, students from other
schools, etc.

Begin the “business” aspect of yearbook with a plan

What service do you offer the school?

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An historical record of the year

An accurate reference book

A thought-provoking memory book

Begin the “business” aspect of yearbook with a plan

What product are you selling?

A ____-page, hardcover book covering the students, staff, academic program, athletic program, clubs, activities and events from March 1 to March 1 at _____ High School.

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An accurate history of the school year that includes times, dates, places, scores, costs, etc.

An easy-to-use reference book with effective readers' aids (table of contents, index, folios)

What does your target audience want?

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Don't guess.

What does your target audience want ?

Don't guess.

Ask them.

Organize focus groups

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Focus groups are basically multiple interviews.
Therefore, the same guidelines apply for both.

Preparation for Focus Group

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- 4. Write 5-6 questions to discuss.**

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- 4. Briefly discuss each question in a round-table approach,
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- 2. Chose a representative sample to participate.
(6-10 participants)**
- 3. Ask a question and allow participants to record their
response on a note card.**
- 4. Briefly discuss each question in a round-table approach,
giving each person a chance to respond.**
- 5. After each question is discussed, ask the note taker to
summarize the responses.**

Closing the Session

1. Tell participants that they will receive a summary of your research via e-mail.

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- 2. Thank them for their help**
- 3. Adjourn the session.**

GET READY
Solvent

REVENUE GOAL SETTER



Book Sales

Price of each yearbook will be \$ _____
 Yearbook sales will take place / / - / /
 Yearbooks will be sold using the following methods _____

Our book sales goal is _____ copies.
 Our book sales goal is \$ _____ income.

Advertising

We will sell the following types of ads
 A. _____ B. _____ C. _____
 Our advertising income goal is \$ _____

We will allow # _____ pages for advertising.
 Per ad price will be \$ _____
 Advertising sales will take place / / - / /

Fund-raising

Fund-raisers for the year include:

1. _____	Date: _____
2. _____	Date: _____
3. _____	Date: _____
4. Expected fund-raiser income	\$ _____

Once you know what students want, make some executive decisions.

Work with your rep. to create revenue goals.



GET READY
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YEARBOOK SPECIFICATION SHEET



1550 W. Mockingbird Lane
Dallas, Texas 75235

THE FIRST NAME IN LASTING IMPRESSIONS

Access your customer information at
www.tayloryearbooks.com

Date:
Project:

Your School Name	Sales Representative	Account Executive
Customer Number:	Name:	Name:
Phone:	Phone:	Phone:
Fax:	Fax:	Fax:
Email:	Email:	Email:

We have the following information for your custom yearbook. Please compare our information with your records and contact your account executive with any discrepancies.

Feature

200? YEARBOOK

- Level of Specification
- Product Line
- Trim Size
- Delivery Season
- EZ Pix Auto Portraits
- Page Count
- Convert Spot Colors
- Customer Order Quantity
- Company Samples Quantity
- Rep Samples Quantity
- Total Copies
- Exact Pages and Copies Qty.
- Binding Type
- Round and Back
- Headbands
- Requested Contents Paper Type
- Contents Paper (Mfg)
- Copy Submission Method
- Operating System
- 8 Pg Autograph Section Type
- YearZine
- Proofs
- Number of Stiff Covers
- Endsheet Design Type
- Endsheet Decoration Locations
- Quantity for Endsheets Run
- Preparation Plant

Your Selection

After weighing student opinions, decide the following:

- a. what you want to do
- b. what you can afford
- c. ways to reconcile a & b



If some suggestions are budget-breakers, consider creating a two-tier budget.

For example, IF we increase book sales by 25%, then we can add four signatures of color.

IF we sell 10 additional spreads of ads, then we can add color and pages.

SPEND THE MONEY YOU HAVE!

Meet your goals before cashing in on them.



