**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Notes: Selling Yearbooks**

*Warm Up: How is a physical yearbook still relevant and necessary for today’s high school students living in a user-generated content and media-saturated environment?*

How can we show the audience that a yearbook is still relevant?

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| --- | --- | --- |
| **Strategy** | Why? | How? |
| **Increase Demand:** Your job is to show your audience that a yearbook is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_ product | * Competition includes \_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ and other types of \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ (e.g. blogs, smartphones, apps that consolidate content from multiple sources) | 1. A yearbook is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ because it packages content to tell a story 2. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of social media platforms is uncertain 3. No single student can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that happens 4. Your social network is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to those with whom you are closest 5. Most \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ yearbook opportunities are not well-developed yet |
| **Timelines:** Provide multiple \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for your audience to buy the book | * Families will be able to \_\_\_\_\_ yearbooks at different times due to varying circumstances * Keep a \_\_\_\_\_\_ going about the yearbook all the time | 1. Summer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. Fall: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3. Winter: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. Spring: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: bring extra copies to sell and have order forms available for the next year |
| **Incentives:** Run at least one promotion each \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | * Incentives drive \_\_\_\_\_\_\_\_\_\_\_\_\_ behavior * Your job is to \_\_\_\_\_\_\_\_\_\_\_\_\_ them | 1. Designate sales \_\_\_\_\_\_\_\_\_\_\_\_\_ during which to contact non-buyers directly    1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_    2. Attach an\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_ for each point of contact 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the price of the book by a small amount ($5-10) every two to three months 3. Use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ posters for non-buyers that indicate how many times photos of them appear in the yearbook 4. Plan a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to encourage groups of buyers (e.g.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) to purchase the book for a small incentive (e.g. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, getting to “\_\_\_\_\_\_\_\_\_\_\_\_\_\_” a member of the group in the journalism class) |