**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)
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