

MONEY



MAKERS

Get on the road to wealth and riches for your yearbook—do one of these this month.

\$ If your books aren't sold yet, get busy and plan your marketing campaign. Don't wait to sell your yearbooks until they arrive. This is passive selling. Sell them NOW!!! Recruit a business manager, we'll get them their planning materials, and then they can implement a sales plan.

\$ Sell something with your yearbook. There are lots of add-ons that will make you extra money that you can use to improve your yearbook, buy computers or cameras or send kids to workshops. Here are eight hot items just off the top of my head:

- 1) World Beat
- 2) Hear the Year™
- 3) Autograph sections
- 4) Personalization
- 5) Icons
- 6) Plastic yearbook covers
- 7) What's Up?
- 8) Photo Pockets

Find out the cost of each of these from me and then add in a couple of bucks that you can use for those little extras you want to buy. This can really work. For instance, selling all of these and making an extra dollar on the sale of each of these could easily net you \$8 per book you sell. WOW!

\$ Want to make some extra money without having the entire burden of making it falling on your (the adviser's) shoulders? Get a business manager. And then let us know you have one and who it is because we have a very cool kit just for them so they can make all that money. ▲

