



Balance your budget—with a Yearbook Business Team

Time to get yourself a YBT—Yearbook Business Team. For the past few years we here at Jostens have been promoting the recruitment of a Yearbook Business Manager (YBM) and we still believe wholeheartedly that you need one of those. But we have come to see that the work involved in selling yearbooks, advertising and any additional fund-raising is not a job for just one person.

Of course we have always hoped that the entire yearbook staff would get onboard with helping to market as well as

produce the yearbook product but we also realize the realities of yearbook. There may not be time for one group to do a great job at both. And it is usually the business end of things that suffers.

So with the stated goal of getting a yearbook into the hands of every student at your school we want to suggest you look in your yearbook kit and find the Sell It box. Inside that box is an Adviser's Guide to the Yearbook Business Team. Find it, read it and get your team going.



FOR THE YB TEAM MAKING IT EASY FOR THEM TO DO BUSINESS

Once you have your Yearbook Business Team chosen, how do they know what to do? If you look in the same Sell It box in your Jostens yearbook kit, you'll find a Student's Guide for the Yearbook Business Team. Look through it yourself and hand it to your team.

They will (hopefully) dig right in and start planning a three-pronged sales attack with the idea that they can sell every student in your school a yearbook before the day those yearbooks arrive at your school. And the guide and the rest of the things in the Sell It box plus all the tools they will find on Yearbook Avenue are going to be just the thing to help them reach that goal.

And there's more. When you have an actual Yearbook Business Team in place they can also handle your advertising (both business and personal ads) as well as any additional fundraising that you need to do.

We at Jostens know yearbook business like no one else and this Yearbook Business Team guide will help your new YBT in so many ways. It's in your kit!

