

**WE MEAN**

# **BUSINESS**

join us as we make a  
**PLAN TO SELL YOUR BOOKS**

**WHO** Anyone who will be responsible for yearbook/ad sales in 2010-2011:  
Business Editors/Managers      Advertising Editor  
Online/Facebook Editors      Adviser

**WHEN** Choose one of the following events:  
Wednesday, April 28      Thursday, April 29  
4 pm - 6 pm      **OR**      4:30 pm - 6:30 pm  
Oakton HS, room xxx      Briar Woods HS, room xxx

**AGENDA** Anything and everything you need to plan for yearbook/ad sales  
Building a Budget      Setting Sales Goals  
Preparing Order Forms      Choosing an Order Center Program  
Marketing Approaches      Promoting Sales Online and on Facebook  
Creating Incentives to Buy Early      Organizing Advertising Materials

**REGISTER** To register, visit [www.tinyurl.com/HJBusiness2](http://www.tinyurl.com/HJBusiness2)  
Include your school, names and positions next year  
Please specify which event you plan to attend  
This event is FREE  
Snacks and supplies are included  
DEADLINE to register is April 22

**BRING** Bring the following with you to Business Training  
Copies of this year's yearbook sales flier  
Copies of this year's advertising fliers  
Update on how many books you've sold so far this year  
At least two ideas for increasing book sales