

LETTER TO STAFF MEMBERS



TO: **YEARBOOK STAFF MEMBER**
FROM: **ADVISER NAME**
DATE: **CURRENT DATE**
SUBJECT: **AD SALES**

This is your advertising booklet. It needs to be read. If you read it and study it, I can promise you that selling your quota of ads will be easy. Learning to sell is a skill you can use at any time of your life and in order to have a yearbook that you will be proud of, it is very important that you learn to sell and that you sell as many ads as possible. It will be easier if you sell now, before the summer lethargy sets in.

It is important that you review all the material in this handbook especially the ads assignment sheet located in the back. Each merchant on this list needs to be contacted. When contacting merchants who purchased an ad in last year's book, it is best to call and make an appointment to talk to them. If you personally know the owner, you can offer to save him some time and renew over the telephone. Since a signature on the contract is required, you will need to take the contract by the office or mail it. If you mail it, be sure to include a stamped self-addressed envelope so the merchant can mail it directly back to you or the school. You may not contact any merchants that have not been assigned to you unless you contact the staff's Business Manager – **STUDENT'S NAME** or **ADVISER'S NAME**.

In order to raise more advertising revenue, please choose a partner from your assigned team and spend a morning or afternoon contacting merchants in your assigned territory that are not on our list. Team and territory assignments are listed in this handbook under "Things You Need to Know." If you visit any of these merchants, please let your team leader know, so that other team members do not duplicate your efforts. Remember it is best to sell ads with a partner.

Dress appropriately, no denim or t-shirts. Please be polite at all times. Remember you represent the school, and your behavior reflects on your character as well as the school.

If you have any questions, please feel free to ask. I will be happy to help. I will be at school every morning from 9:00 – 1:00 for most of June. You can also call me at home at **PHONE NUMBER** or my cell phone at **NUMBER**. Our goal is to exceed last year's \$**00,000** mark, so let's do it!

Thank you so much for being a part of the **YEARBOOK NAME** yearbook. I believe that you will find it to be an educational, fun and rewarding experience. Remember these memories will last a lifetime.

