

# “E” Book Sales Tips

## Tell everyone about your “E” Books!

- Call Eduproject to present at your next meeting, event or assembly.
- Advertise in local newsletters and other local publications. Check to see if they offer a nonprofit discount and advertise throughout your sales period. It will make sales easier if people come to you for the “E” Book.
- Use “E” Book flyers to advertise the amazing coupon offers to your community. If they know what’s in it they will likely buy it. Just a couple of coupons can make their money back! People are always looking to save money. Show them they can save and help your school/group at the same time. It’s a true win/win!
- Advertise on Facebook.
- Let people know that your school/group keeps **60% profit** to fund needed projects and programs. Many people care where their money goes.

**Create an in-school/group sales contest!** You know your own students/members best so come up with something creative that they will likely enjoy. It doesn’t necessarily need to be expensive, but if you have the budget for it you may consider your own idea for prizes in addition to the “E” Book Prize Program.

## Ideas on ways to sell your books in bulk!

1. Are there school parents who own or work for businesses that could actively sell or buy books on your school’s behalf? This is a wonderful resource that too often goes untapped.
2. What businesses in your area traditionally support your school/group? Approach them to support your sales by either purchasing books as employee or client gifts, or by selling them at their place of business.
3. Do you have any school families, friends, or neighbors that belong to civic or community service groups that will sell or buy books from or for you? (Examples include Churches, Kiwanis, Rotary Club, Lions Club, Optimist Club, etc...)
4. Schedule sales table days at your local King Soopers.

**“E” Books make great gifts all year long!** “E” Books make fun, thoughtful and affordable gifts for family, friends, co-workers, employees, and clients! They also make excellent stocking and gift basket stuffers over the holidays! It’s never too early to *promote* holiday gift purchases.