

The most important opinion about your yearbook belongs to her



Why? Because she is your buyer. Find out how she liked it by asking her.

Even though it's true that your readers are THE most important opinions about your yearbook, you often forget or even intentionally don't ask them what they think. This year, decide that you will change that and survey your readers after your yearbook comes out to find out how they like (or don't like) it.

And a warning—you will need a thick skin. Teenagers (as you surely know) can be pretty frank with their opinions. Take it all with a grain of salt but use what you learn to improve your yearbook for the people who actually matter—your buyers.

Below is a sample survey you can use as a start-

ing point for your own. Run off a bunch and place them in random copies of your yearbooks before you give them out. Then offer a reward (entry into a raffle, a free can of pop, a free yearbook plastic cover, etc.) to get them back. Then read them and assimilate what they say.

• Yearbook Survey •

Dear Reader,

The staff of the 2008 YourBook would like to know your reactions to the yearbook so that we may continue to publish a yearbook that you will enjoy and that does a good job of recording life here at Jostens High School as it really was. Please answer the questions below and return this survey to the yearbook room before June 11. All those who turn it in before that date will receive a free 8-page autograph section.

What grade are you in? (please circle one) 9 10 11 12

Are you? (please circle one) Male Female

Did you buy a yearbook this year? (please circle one) Yes No

If you did not buy a yearbook this year, why not? _____

If you purchased a yearbook this year, how many times are you pictured in it? _____

What was the first thing you looked at in the yearbook when you got it? _____

Was it easy for you to locate people and groups in the yearbook that you were looking for? Yes No

What did you think about: Too much Not enough Just right

The amount of writing _____ _____ _____

The amount of photos _____ _____ _____

The amount of artwork _____ _____ _____

The amount of color pages _____ _____ _____

Did you feel the captions used to identify the photos were:

_____ Easy to follow and interesting to read

_____ Easy to follow but didn't tell me anything new

_____ Confusing

_____ Boring

Did you think the price of the yearbook was? (please circle one) Too high A good value

On the back of this sheet, please answer the following questions: What did you like most about the yearbook, what did you like least? Would you be interested in being on the yearbook staff?