



Universities want top students

so competition is fierce for those young adults. One father told us he saved all the recruiting material his daughter received and it totaled 40 pounds. "BookWear® would stand out in that pile" he said. It does. Baruch has recruited with this little book and a T-shirt inside for eight years. Hundreds of colleges use BookWear® for recruiting and they do it year after year. Admissions offices mail thousands of them like thick postcards to accepted or prospective students. The open rate is huge. And when students put the shirt on they are walking advertising to their peers. "We get a higher yield with BookWear® than with any other communications" says Case Western Reserve University. Get on this great bandwagon and visit your college admissions and recruiting offices. Every office on campus (Alumni, Medical School, English department, College Housing, etc.) can use this "book" for effective marketing, recruiting and fundraising.

"Everything is changing.

People are taking their comedians seriously and the politicians as a joke."
Will Rogers, about 1930

BookWear!

tell your story

May 2016 Newsletter



20/20 Vision for 2016

University of Georgia is recruiting now for their class of 2020. For 11 years in a row they have ordered 11,500 pieces or more of BookWear® and mailed them to prospective students. They've set enrollment records and have given us testimonials of how great this little "book" is. This year they played a 20/20 vision theme with sunglasses as the gift inside.



Need to solicit membership?

Do it like USGIF (United States Geospatial Intelligence Foundation). For three years they've promoted their campaign with a "GEOINT Revolution" book. The back of the book says "The GEOINT Revolution will change the way humans interact with the world, what we're doing and how we understand and characterize activity on Earth." There's a T-shirt inside to advertise their revolution. It's an enticing message with directions to their website and membership. Their website amplifies that with "Where Our National Security Begins".



Back of book cover

High Schools also Recruit

The stuff of Dreams is getting a freshman class filled with talented and energized students. Choate, the private school in Connecticut, likes the "Dream" theme. They have used it on BookWear® for six years to recruit top students. "DREAM BIG" is printed on their pillow cases every year. The cover art has changed several times. Shown above are two book versions.