

HERFF JONES

ADVISER ASSISTANCE



ESSENTIALS

- Just in case, plan for unexpected absences from school. Especially, consider how to crowdsource info and photos if you are separated from students. Consider eShare as an option.
- Lean on LearnYBK.com for help with lesson planning.
- Assign video tutorials for eDesign or InDesign. (Learn menu on myHJyearbook.)
- Plan for picture day.
- Let us sell your book for you. Sign up for Sales Assist.
- We can sell your ads too. Sign up for Online Ad Creation.
- Deadlines can sneak up on you. Make sure the first one is all planned out.

NEXT-LEVEL

- Ask your rep about Send and Sell. It's a sales machine built right into eDesign.
- Hunt, gather and organize. Make sure writers and photographers have a plan for saving and organizing files.
- Schedule time with your leaders. Make sure the start of the year is going as planned.
- If you have a spring-delivery book, cover and endsheet deadlines are right around the corner. Check your deadlines on MyHJyearbook.com.
- Even though you may submit these pages later, plan coverage for your opening, closing and dividers. Remember to make visual-verbal connections.

EXPERT

- How are your ads selling? Consider a whole-staff sell-a-thon if you're not where you hoped to be.

