

HERFF JONES

ADVISER ASSISTANCE



ESSENTIALS

- It's never too early to work on your index. It's a great way to check for misspelled names and other errors.
- Plan a "spring fling" sales push. Get the word out in every way possible that this is the last chance to get a book prior to distribution — when the highest price of the year is typically charged.
- Post lists of buyers to both reassure and thank your supporters.
- Consider giving students a sneak peek of a yearbook spread or two as part of your sales efforts.
- Enter in-school sales into eBusiness on a weekly basis to keep accurate records.
- Proofread the list of personalizations and make corrections now so that errors discovered during distribution will not complicate the process or create unhappy buyers.

NEXT-LEVEL

- Reflect on your staffers' work from the last few months. Start choosing and training editors and leaders for next year.
- Start planning for new staff members. Plan to welcome them in a memorable way.
- Discuss plans for distribution with administration. Schedule the big day at least five days after your ship date. Will you host a signing party? Senior assembly? Yearbook night after school?
- Have your photographers select their best work for a slide show during your event.

EXPERT

- As spreads and sections are completed, have students save the final PDFs to a secure location. Remind students to save their best work and begin building their portfolios.

