

HERFF JONES

# ADVISER ASSISTANCE



NOVEMBER – DECEMBER

## ESSENTIALS

- Beware! With holiday breaks, deadlines are closer than they appear.
- Keep spirits high and staffers focused. Balance work time with fun time and start or continue a staff tradition. Make a special YBK playlist for workdays.
- Assign a veteran staffer to lead quality control. And, make sure new eyes are seeing finished spreads before they're final. Spell-check early and often.
- It's time to think about next year's staff and start recruiting. Go to [herff.ly/ybk-recruiting](https://herff.ly/ybk-recruiting) for resources.
- If you're not already signed up for Sales Assist, contact your rep. Or use Send and Sell to make sure everyone in your school knows how they can buy a book.

## NEXT-LEVEL

- Do you have photo retakes? Upload the new photos and include a not-pictured list in your portraits section to create a complete and accurate record.
- Make sure eBusiness is updated with all in-school sales. Check books sold against your order. Did you order the right number?
- Look for opportunities to up your coverage. Can you fit a mod in that space? Ask your staffers, "How many books have you sold on this spread?"

## EXPERT

- When it comes to taking photos, activities are moving inside and sunlight is not always plentiful. Pre-plan your hardest shots — basketball games and holiday programs come to mind — and consider giving photographers opportunities to practice them ahead of the events.

