

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.



**MICHELE PAOLINI & CARLA HANSEN**/HERFF JONES YEARBOOK REPRESENTATIVES

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