

HERFF JONES

ADVISER ASSISTANCE



MAY – JUNE

ESSENTIALS

Make your final invoice payment and budget for next year. Your final invoice reflects 10 percent of your printing agreement, along with any additions, upgrades, tax and shipping, if applicable.

Plan for summer coverage. Think about events in the community as well as those related to school.

Schedule staff social events. Build mentoring relationships between new and incoming staffers early.

Make final summer workshop plans.

Organize computer files and archive your final spreads (InDesign). Export a PDF file of your book and send it to your rep.

NEXT-LEVEL

Develop next year's theme. Brainstorm ways to carry it through the book. Let it sit for a while and see if it still seems relevant and fresh. Consensus isn't always the answer.

Give staffers an assignment to build portfolios of their work. Hello résumé!

Continue to remind rising seniors and their parents about portrait requirements and early senior ad deadlines.

EXPERT

Write thank you notes to all who assisted with the book, including advertisers and sponsors — handwritten is best.

Send renewal letters to all existing advertisers — and take the time to follow up.



MICHELE PAOLINI & CARLA HANSEN / HERFF JONES YEARBOOK REPRESENTATIVES

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