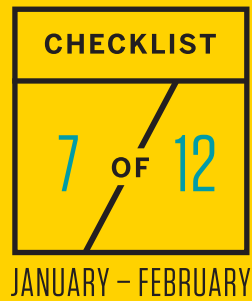


HERFF JONES

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.



MICHELE PAOLINI & CARLA HANSEN / HERFF JONES YEARBOOK REPRESENTATIVES

MICHELE / 415.902.3321 / mpaolini@herffjones.com / **CARLA** / 408.483.4150 / chansen@herffjones.com /