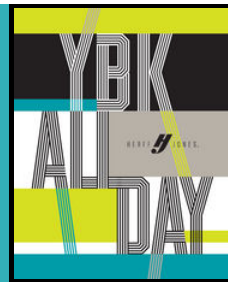THE
YEARBOOK LADIES

2024 JANUARY CHECKLIST

☐ **DEADLINES.** This is the biggest priority this month. If it all feels overwhelming, make this the only thing you check off your list. Get as many pages into the plant as you can to keep production moving along and all future deadlines manageable.

☐ **WINTER SPORTS.** Make sure you have all winter sports team photos either scheduled or in hand. Check the photo against the team roster and ask team members or coaches to help identify any unknown players.

☐ **RECRUIT.** Put the word out that you're looking for staff members for next year. Send out applications, host interviews and request recommendations. We have all the RESOURCES you need for the entire process.

☐ **CONFIRM ALL AD SALES.** Check and recheck your master list of ads sold and confirm they are included in the book. Follow up on any incomplete ads on the list.

☐ **RUN BUYER REPORTS.** Check your non-buyers report against your coverage report or your index. Remind students who have not bought a book that they're covered. Start with these free postcards available HERE.

☐ **SALES ASSIST.** It's not to late to have HJ do the sales work for you! Let's get your Sales Assist email campaign set up to catch those last-minute buyers now. We're happy to help you get it set up in just a few clicks! MORE INFO about the program is available here.

MICHELE PAOLINI & CARLA HANSEN/VARSITY YEARBOOK REPRESENTATIVES

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