

# SEPTEMBER CHECKLIST



**PHOTO ORGANIZATION.** Make sure you have a method for organizing, labeling and uploading your photos. Train all staff members to follow the protocol and to TAG ALL PHOTOS after uploading them into eDesign.



**COVER AND ENDSHEETS.** Once your theme concept is set, get your cover and endsheets designed. The submission deadline for these important elements sneaks up fast, so talk with your rep about special cover materials and any additional applications like iridescent foil, raised, Photochromatic, or Glow UV.



**VIDEO TUTORIALS.** Continue production training with the curriculum videos within eDesign or under the Learn tab on the myhjyearbook.com home page for inDesign training. Be sure to check out the sessions from summer workshops [HERE](#) for design inspiration, photography tips, and more.



**LET US SELL YOUR YEARBOOK!** Ask your rep about Sales Assist--our personalized email sales campaign run by Varsity. Sign up and call it done! Learn more [HERE](#). Also ask about Send and Sell--a customizable direct email tool built right into eDesign. You can create, choose recipients and schedule the send all from within eDesign.



**LET US SELL YOUR ADS, TOO!** Varsity will run your ad sales campaign and direct parents to design their own ads with Yearbook Ad Creation. Or, you can use the Send and Sell feature to promote ad sales, too. The choice is yours. You can find some social media posts [HERE](#).



**PLAN YOUR PAGES.** Now is the time to determine if will be organizing your book by the traditional 5 sections, chronologically or with umbrella coverage. Once that is determined, begin assigning topics to your pages and students to the topics. Determine which pages will be submitted on your first deadline.

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