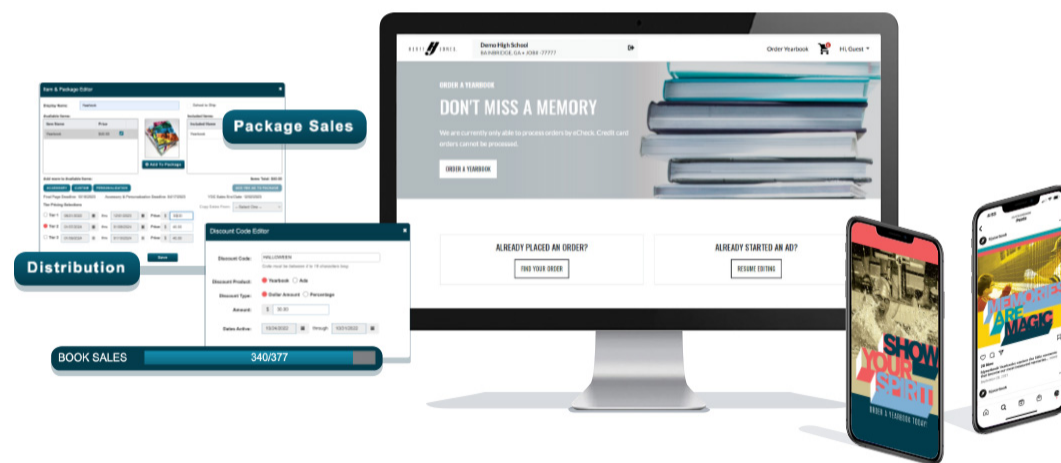




ADVISER ASSISTANCE



HOW TO YBK

Let's talk money, honey

Selling your yearbook doesn't have to be scary, especially with [the tools we have](#). If you haven't started planning book and ad sales, let's break it down. First, go give the [Selling Your Book](#) section of the curriculum a visit to get started.

1. THE BEST TIME TO SELL IS NOW.

The beginning of the school year is the sweet spot for book and ad sales to build upon the back-to-school excitement. If you're selling with Yearbook Order Center, you'll want start in eBusiness by going to [My HJ Yearbook > Set Up > Set Up Sales](#). If you need more help with eBusiness, you can find helpful information [here](#).

2. PROMOTE, PROMOTE, PROMOTE!

There are so many channels to promote sales to your school community, and you can't advertise enough. With [Sales Assist](#), Herff Jones will market your yearbook through a scheduled email campaign. Or, you can find posters and fliers in your kit and [order more as needed](#).

3. BUILD YOUR FOLLOWERS.

Social media is one of the best ways to grab your school community's attention fast! One of our awesome YBK reps Morgan Miltner created [this guide](#) for building your social media presence to skyrocket your sales. Plus, you can find more sales and promotion support [here](#).

THINGS TO THINK ABOUT

1. In late August, we'll have an eDesign password update that will prompt each user to create a new password. *You won't need to do anything to make it happen — we just wanted to give you a heads-up.*
2. **Don't forget about eDesign Orientations happening.** [Register](#) for the three different types of sessions. They run through September.
3. **Need a refresher on how to set up sales in eBusiness?** Go to [myhyearbook.com > Set Up > Set Up Sales](#) and hit the help button at any time during the process.

Need to rewind? All previous [Adviser Assistance emails](#) are available on their own page.



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