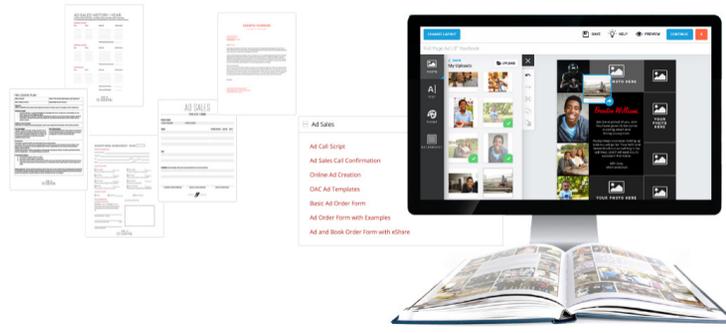




ADVISER ASSISTANCE



HOW TO YBK

Easy money in the bank

Selling copies of the yearbook is the most important source of the program's income, but selling ads is the next best source of revenue. Typical ad sections can include student dedications, group and club ads, business sponsorships, congratulation notes and friendship ads.

REMOVE STRESS WITH ONLINE AD CREATION

Work with your rep on determining the best ad options and costs for your book, then incorporate [Online Ad Creation](#) for parents and businesses to go online and create their own ads. You can stay in control of the design in the [Ad Design Settings](#), and they can do the rest.

DEVELOP A TEAM OF AD SALES PROS

Following this [lesson plan](#), you can teach your students how to confidently approach a business owner or manager to sell a yearbook ad. You can find ad scripts, forms and letters in the Ad Sales section of [Selling Your Book](#). Plus, find forms and flyers in [Sales Support](#).

Love reminders? Need a mental refresh every so often? Sign up for YBK Reminders by texting "assistance" to (844) 580-2124 to opt-in for our Adviser Assistance texts.



QUICK TIP: Use **Send and Sell** in eDesign to promote your ad sales. You'll find copy templates to adjust for your guidelines and dates. Once your name list is loaded into eBusiness and eDesign, then you're ready to share the news of ad sales.

Don't forget about eDesign Orientations happening. [Register for the three different types of sessions.](#)

Sessions run through September.

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



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