



# ADVISER ASSISTANCE



## HOW TO YBK

### How's October treating you?

We know this time of the year is full of tricky to-do lists. Take a breath. Sneak the Halloween candy early. It's all good. If you're feeling stuck, you can't go wrong with focusing on taking great photos and writing great captions.

#### KEEP THESE IN YOUR BACK POCKET

- 1. Bring in some guest speakers.** Send your staff to our [workshop sessions](#). Assign "Photography Basics Anyone Can Use" by one of our Georgia YBK reps Natalie White. Then welcome in Heather Nagel, adviser at Christ Presbyterian Academy in Tennessee as she shares the perfect formula for "[Storytelling Captions.](#)"
- 2. Inspire future pro photographers.** Pass out this [Photo Event Guide](#) to help your students make sure they have everything they need for a photo assignment. And, here's a [Photo Rubric](#) to both set expectations and help with grading.
- 3. Teaching captions can be a breeze.** This [lesson plan](#) includes a lesson plan, PowerPoint, handout AND rubric to help you navigate caption writing. If your students can learn ABCDQ, you'll have great reporting and coverage.

## THE BOOK SALES BLITZ IS ON!

***Sell that book!*** It's not too late to sign up and join the challenge. This week, it's all about strategy. How can your staff plan out their sales and boost their marketing skills to sell every copy of their yearbook? Let's put it to the test! Get more [details here](#). If you need extra help to planning your sales, give our [Guide to Sales and Marketing](#) a read. There's even a [poster](#) in your YBK kit!

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