



ADVISER ASSISTANCE



YBK ALL DAY

Start selling now

The beginning of the school year is the sweet spot for book and ad sales to build upon the back-to-school excitement. The [Sales Support section in For HJ Customers](#) provides the ultimate toolkit for getting started, teaching your students and promoting your yearbook.

SELL IT.

If you're selling online at [YearbookOrderCenter.com](#), you'll want to set up your sales within 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](#). If in doubt, consult with your rep. They are great business people and have lots of good advice for pricing and sales strategies.

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. All you need to do is [upload a name list into eBusiness](#) with the student first name, last name, grade and a preferred parent/guardian email. Then, we'll do the hard work for you.

BUILD YOUR FOLLOWERS.

Social media is one of the best ways to grab your school community's attention fast! Check out this [tip page](#) for building your social media presence to skyrocket your sales. Plus, you can find more [social media templates and graphics here](#).

Don't miss these: We have so many flyer options available! Plus, many of them can be edited with your school name and job number on Canva.com with a free login. [Find PDFs, templates and more here](#).



TAKE TIME TO LEARN EDESIGN

Don't forget about eDesign Orientations happening over the next month. [Register for the three different types of sessions](#). They run through September. If you can't attend the live webinar, select "on demand" for a link to the recording of the session. This option is available after the first date passes.

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



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