



ADVISER ASSISTANCE



YBK ALL DAY

It's go time!

Deadlines may be around the corner! November is a critical time to get on track and stay there, whether you have early deadlines or not. Submitting each page on time is crucial to guaranteeing your ship date.

These tips can help you ward off your deadline blues.

- **Don't sit on ready-to-go pages.** You should send pages as soon as they're ready and try to submit them in a complete 16-page grouping, also known as a signature.
- **Pay attention to the little things.** This includes checking on fonts, colors, character styles and folios! You'll want to ensure all of these elements are checked before submitting.
- **Fake the dates for your staff.** Let us explain. By giving your staff deadlines ahead of the plant's, you will have wiggle room when a staffer doesn't have pages ready on time. Give yourself and your editors some cushion to read through pages before they are final.
- **Party on!** When deadlines are successfully met, reward your staff. Incentives do wonders for motivation (and may also lead to finishing subsequent deadlines on time, too!)

[Checklists](#) and other tips are at your service. Use these to help prep and guide if you're in need of an extra boost. You can do it!

NEW FOR 2024

If you're familiar with our current events supplements, the 2024 World Yearbook has gotten a facelift to ensure that it's best suited for your audiences. World Yearbook still follows current events and trends — without any news or politics.

Chat with your rep for more details on including this supplement or [click here to learn more about World Yearbook](#).

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



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