

The last of the true basics is sometimes the most important—keeping your yearbook in the black. This is a must!



#### BACK TO THE BASICS

### Keep your book in the black

The first three issues of our newsletter this year have each focused on one basic thing—

1. Get everyone in the yearbook three times.
2. Spell their names correctly.
3. Get the book there on time.

Well, there is a fourth and final thing you **MUST** do to make your yearbook a success—make it a financial success. Keep it in the black. Although this item may be number four, it could be the most important of all.

At the end of the year, when all is said and done, advisers have not had big problems with their administrations because there were misspelled names or someone wasn't in the book three times or a deadline was a little late but they have had **HUGE** problems if their yearbook program is in the red.

To make absolutely sure that you are always on top of your yearbook financially, we believe there is one solution that works better than any other—a yearbook business manager.

**Go from stressed to secure when you know where you stand financially. Having a Yearbook Business Manager takes a lot of the hassle out of being a yearbook adviser. Try it and see.**

#### A NOW-TO IDEA (DO IT NOW!)

### Checking your \$\$\$

If I asked you right now, “Do you know exactly where your yearbook is financially?” could you say yes?

And I am not just talking about the price of your yearbook. That's something that you and I have already had discussions about. I am talking about your income as well as your expenditures.

How many books have you sold so far? Has every student in your school already bought a yearbook? Have they all had the opportunity to buy one? How many advertisements have been sold? How many student or parent ads? Have you sold personalization and other options to everyone?

What about expenses? The cost of printing is only one part of what you will end up paying for to put your yearbook together. Do you

have a budget for workshops, cameras, supplies and all the other little things it takes to create a yearbook?

I am guessing that not every adviser who is reading this right now knows it all. But, to be honest, it may be too much for any one person to know and still find the time to advise the yearbook, teach four or five other preps and have an actual life.

That's why you need a Yearbook Business Manager (YBM). Just as you turn to your editor and ask how things are going toward page submission, you should be able to turn to your YBM and ask how things are going toward a financially solvent yearbook at your school.

Over the last several months, we have been giving you reasons to have a YBM. We have written about ways to recruit a YBM and how to train a YBM. And yet we know of a number of advisers who still do not have a YBM. Why not? These advisers would never think of doing their yearbooks without an editor. Why would they do one without a YBM?

If you don't have a Yearbook Business Manager, start planning now to have one for next year. It can give you enormous piece of mind to know that from time to time you can turn to that person and say, “So, how are we doing with book sales? How about ad sales? Can you give me our income versus expense?” And that person will say, “We're doing just fine.” In fact, he or she may even hand

you a spreadsheet that makes you sleep better at night. Now wouldn't that be nice!

Plus, having a YBM helps me, too. I know who to deal with when it comes to book sales, ad sales, costs and more. It's easy for me to know who to ask about design, page submission or color placement when I am in your classroom—your editor. But without a YBM in place, I don't know who to deal with about the financial side of things.

Please don't get me wrong. I am not advocating that you completely abdicate all your financial duties to a student, know matter how good the student is. Just like you wouldn't submit pages that you haven't proofed, you have to supervise a YBM as well. But wouldn't it be nice to only have to check on finances not to handle them day to day? We think so.

#### MAKE YOUR YBM A WINNER

### Have them enter today!

Speaking of Yearbook Business Managers, has yours entered the Jostens Yearbook Business Manager's contest? There are great prizes to be won and all for just sharing their successes and their challenges as they do their job. If they would like to enter (and winter break is a great time work on the entry), have them grab the applications from Yearbook Avenue! Click on Contests.

