

# THE FIRST 30 DAYS OF YEARBOOK

- Update your information for us at [www.thanesbrain.com](http://www.thanesbrain.com). Click 'Update Adviser Info' at the top of your screen next to 'Home.'
- Update your contact information on Yearbook Avenue.
- Organize & clean up the YB room & old supplies.
- Sort through the 2010 Editor's Kit.
- Load & explore YearTech 2010 if you use InDesign. It does not load quickly, so allow plenty of time
- Explore the new functions of 2010 YTO if you work online.
- Critique last year's book to determine areas of focus for this year.
- Select the fonts for your copy, captions, and headlines.
- Get the staff practicing on layouts using InDesign or YTO.
- Take candid photos of all current events and back to school events.
- Schedule Group Photos and make up dates.
- Contact your photographer to get a Yearbook Quality Portrait CD and make sure your images will be in color if you're doing an All-Color book.
- Verify with your bookkeeper that the 2009 invoice has been paid.
- Get an Excel file of all enrolled students from the office.
- If not already done, schedule a budget meeting with Thane to determine your Revenue & Expense plan.
- Select your Business Manager; then e-mail name and e-mail address to Thane or update on-line at [www.thanesbrain.com](http://www.thanesbrain.com) in the Update Adviser Info section.
- Make arrangements to attend a One-Day Workshop in September.
- Setup your YB offers on Yearbook Avenue and create order forms.
- Activate YB offer for online sales.
- Check out and record your deadlines on Yearbook Avenue.
- Set & post book sale goals (in the room and on Yearbook Avenue). Aim for 5% growth over last year if you sell to less than 75% of your student body.
- Set & post ad sale goals (in the room and on Yearbook Avenue). Aim for 5% growth over last year.
- Complete & post the ladder diagram.
- Begin first book sale campaign (the Back-to-School Phase).
- Begin selling ads.
- Get copies of all fall sports schedules.
- Get copies of all fall music (vocal and instrumental) schedules.
- Get copies of all fall drama schedules.
- Design & finalize section templates.
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