

# Adviser Timeline Checklist

## General

- Meet with your Walsworth Yearbooks rep to talk about priorities and set plans for year
  - Appoint a staffer to oversee celebrations and birthday/holiday parties to keep up staff morale
  - Begin posting on your yearbook social media channels. Check out [Walsworth's social media calendar](#) on Google Sheets for post ideas
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## Marketing & Sales

- Enter your yearbook and ad pricing and turn on your school store in Yearbook 360
  - Add a "Buy a Yearbook" web banner to your school website (get your banner code in Yearbook 360)
  - Sign up for up for [PEP](#), our free Parent Email Program, and send in your email list to pep@walsworth.com
  - Review Walsworth's [customized marketing](#) to sell yearbooks and ads, or send your own letters to parents with information and pricing on yearbooks and ads
  - Plan fun activities, contests and sales incentives for National Yearbook Week, Oct. 4-8
  - Use [Pick 6](#) to select six marketing strategies to implement, placing an emphasis on digital marketing
  - Make sure front office staff have yearbook sales information for when parents call the school
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## Training & Organization

- Create lesson plans and train your staff using the [Yearbook Suite](#) curriculum
  - Watch sessions from our virtual [Yearbook Boot Camp](#) to make sure everyone is prepared for the year
  - Develop your ladder, keeping it flexible enough to adjust as needed during this unpredictable year
  - Visit our [Back to School](#) page to explore resources, including eBooks, webinars, blogs and podcasts
  - Spend time learning the software, either Online Design or InDesign
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## Creation

- Work with your Walsworth rep to set your deadlines
  - Make a style guide so all staff members know your theme, colors, fonts and formatting rules for spreads
  - Finalize cover and endsheets
  - Have templates available as a starting point for staff to work on their spreads; these can be adjusted to fit the design needs of a specific topic
  - Assign spreads to staff members
  - Crowdsource story ideas from your school community, including student profiles
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## Photography

- Finalize plans for school portraits and hold your picture day as soon as possible
- Set up and promote Yearbook Snap and request photos from your students and parents
- Take pictures wherever you go, both vertical and horizontal, with your smartphone camera
- Talk to athletic coaches to determine the plan for sports – determine guidelines for where photographers can stand to get great pictures at practices and games

Questions? Your Walsworth Yearbooks sales rep and your CSR are here to help you every step of the way.