

# ADVISER TIMELINE CHECKLIST

October 2025

## General

- ☐ Make sure the items from your [September checklist](#) are complete.
  - ☐ [National Yearbook Week](#) is Oct. 6-10. Celebrate with your staff and take the personality quiz for a chance to win \$200!
  - ☐ Use the [Social Media Calendar](#) for inspiration. New theme days and posts will help market your yearbook.
- 

## Sales

- ☐ Create extra sales incentives during [National Yearbook Week](#) Oct. 6-10. It's a great way to generate awareness for the yearbook.
  - ☐ Think about special promotions you can offer for Halloween this month and Cyber Monday next month.
  - ☐ Sign up for the PEP Ads email going out the week of Oct. 20.
  - ☐ Set up a sales table during homecoming events, especially ones where your photographers are visible and parents are likely to attend. Download our eBook, [Using Sales Tables](#) for tips.
  - ☐ [Market to businesses](#) to increase your ad revenue. Our scripts, templates and surveys can help!
- 

## Training & Organization

- ☐ Watch the latest training video on [Owning Your Ladder](#).
  - ☐ **Listen to the newest episode of [That Yearbook Podcast](#) on Owning Your Ladder.**
  - ☐ Read the latest issue of [Idea File](#) magazine online now.
  - ☐ Create lesson plans and train your staff using the [Yearbook Suite](#) curriculum.
- 

## Creation

- ☐ This month is a great time to continue advancing your editor's skills. Download this handy [Yearbook Spread Checklist](#) so editors can be prepared.
  - ☐ Talk to your rep about a virtual cover artist session to start your cover and endsheet designs.
- 

## Photography

- ☐ Confirm your retake date and when you'll receive your portraits back from your photography company.
- ☐ Continue to promote [Yearbook Snap](#) to crowdsource photos from your school and community.
- ☐ Take pictures with your phone camera wherever you go, to make sure you're capturing all aspects of school life. Review the [Using Your Smartphone to Capture Great Photos](#) eBook for tips and find inspiration from our [Photo Contest Gallery](#).