

# WE'RE IN IT TOGETHER.

## SPECIAL SERVICES ▶ Menu

*These special services will fill in the gaps where needed. They are all included in your cost unless otherwise noted.*

### RECRUIT

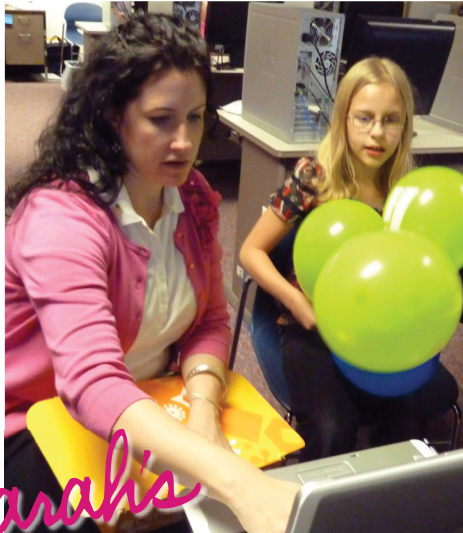
- Open house event for students and parents to learn about the yearbook experience and find their true potential with what it offers.
- Presentation for administration and district leaders to help garner more support for yearbook and student publications.

### TRAIN

- See Resources > Training for a comprehensive listing of all destination, consulting, local, and self-paced training options.
- Instructor-led classroom presentations - Designed to reinforce your teaching, these 30-45 min. sessions can be presented in the classroom on-campus or virtually via live projection. My approach includes fun activities to encourage participation and information retention. Just let me know when you need the reinforcement and what topic you'd like me to cover.
- Presto Prep Hour! Plan for me to lead the class and present a topic and PRESTO!, you've got a much needed prep hour.

### PLAN

- Power-planning consulting session with adviser for help in achieving optimal ladder organization and dates management.
- Precision budget planning and updates. I am completely transparent about costs; I don't want you to ever feel you are in the dark about your budget.
- Detailed eBulletins to help you stay on track with important production tasks and dates.



Sarah's

## SERVICES

## MENU

### PROMOTE & SELL

- Custom-designed fliers, advertisements, letters, etc. to help promote yearbook and ad sales at your school.
- Access to my exclusive Black Budget Marketing Plan that's guaranteed to keep your budget in the black.
- Free campus sales events and/or special direct mail campaigns for schools partnering with Herff Jones for graduation and class ring products or school pictures.
- Full-service book and ad sales administration. Total program management—you don't need to lift a finger to meet or exceed your income goals. \$

### TEACH

- Curriculum planning workshops.
- Classroom presentations for students to reinforce your teaching.
- Special plans for CTE, Common Core, and 21st Century Skills objectives plus tailored teaching support for middle school students, schools with yearbook as a club, and schools wishing to enter their yearbook into competitions.
- Skype Speakers - Participate in a live, virtual speaking engagement with an industry professional. Speakers will discuss how yearbook skills have helped them be more marketable and successful and are totally open to questions prepared beforehand from students. This is a great opportunity to test interviewing skills.

### MOTIVATE

- Access to an aggregate collection of motivation ideas and resources.
- YERD Club - High school Yerds (Yearbook + Nerd) inducted into the coveted "Yerd Club" have access to exclusive Yerd benefits including a career coach, help with resume writing and portfolio, ongoing career mentoring plus a paid internship opportunity and other course credit projects.

### CREATE

- Styling Session - Schedule a styling session with me to see what my StyleFile has in store like special inks, finishes, paper stocks, paper treatments, design techniques, and more. Browse other award-winning yearbooks, amazing page layouts from select magazines, imaginative book designs, and other professional publications for ideas.
- Virtual Design Session - Watch your cover, endsheet, or graphics be created live right before your eyes by one of our professional artists at the plant.
- Custom-designed page templates with original design for entire book. \$
- Book organization and page template set up for entire book. \$
- Portrait/class section setup and flow. \$
- Index build and flow. \$

### PROOF & SUBMIT

- Fresh pair of eyes - I offer complimentary page review to check for typos, copyright infringement, libelous or inappropriate content, grammatical errors, and other oversights. Let my technical writing experience be your gain!

### DISTRIBUTE

- Customized distribution plan for your school.
- Special shipping arrangement if needed.

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Representing Herff Jones



## BETTER GUIDANCE