Table of Contents

Part 1

GETTING STARTED

Scan this QR Code to watch our **Getting Started** video!

LOG INTO YOUR ACCOUNT

ENTOURAGE SITE:
www.entourageyearbooks.com

In the upper right-hand corner, click **LOGIN**, then enter your User ID and Password.

***User IDs and Passwords for the Primary Contact are emailed within 24 hours of signing, please contact your Account Manager if you did not receive an email.*

Next, out of the Project List that appears, click **OPEN** next to your current yearbook project.

YOUR YEARBOOK HOMEPAGE:

The three large buttons, **Upload Photos, View Deadlines, and Design Pages,** are the main tools used to create a yearbook. These buttons provide quick access to these core features.

ACTIVITY NEWSFEED: Keep track of your account activity. The newsfeed feature displays various updates and activity in your account (i.e. photo uploads, Entourage announcements, and more).

The **Manage** tab allows you to edit your book specs and account information, setup your staff and their permissions, access your yearbook ladder and any content that has been uploaded.

The **Upload** tab provides quick access to the Upload Photo and other upload features, such as uploading PDFs and videos.

The **Design** tab gives you design access to the different parts of your yearbook such as the cover, index, and general pages, as well as your People Pages. You can also request a Design Review from this menu.

The **Collaborate** tab allows you access to Explore, Share, Discuss, and Learn. These sections include our Template library, the Yearbook Contest, Certification tests, etc.

The **Request** tab gives you the option to request a Proof Book, Marketing Materials, and/or a Yearbook Kit.

The **Help** tab is your key to contacting Entourage with any questions you may have. There are online tools to help you right away. You can also sign up for our free online training sessions via our webinar calendar.

MANAGE ACCOUNT

ACCOUNT INFORMATION:

Here you can update your contact information, page count, book quantity, and even your delivery date.

In the Manage Account section you can find your Account Manager, Sales Rep, and the Billing Departments direct contact information. They are at your service for any assistance you may need throughout the yearbook process.

If you create more than one yearbook with our software, we offer cloning of one project to another using the **IMPORT ACCOUNT CONTENT** button.

MANAGE YOUR TEAM:

The **Manage USERS** page is where you can add each member of your team by creating them new login information, or invite staff members from previous projects to keep the login information they already use.

Create your new team member logins here!

The 3 STAFF MEMBER TYPES:

1. **ADMIN** - *Recommended for the Primary Contact and those who need full design and account/invoice access.*

2. **EDITOR** - *Recommended for students and those who require access to the designer and the Collaborate tab.*

3. **USER** - *Recommended for those who need only limited access to the website, such as Manage and Upload Photos.*

These types can be customized via the Manage Permissions page.

Scan this **QR Code** to watch our How To Add A User to your Project video.

UPLOAD AND MANAGE PHOTOS

ORGANIZE YOUR PHOTOS:

Utilize the **Manage Photos** page to organize your library of photos before or as you upload. This page is integrated with Instagram, Facebook, Google Drive, Dropbox, our own Mobile App, and email submission.

To begin, create your photo categories by clicking on the **Upload New Photos** button, then **Create Photo Category**. You can also designate an existing category as a Parent category when creating a new category to make a folder within a folder.

Once your category is selected, click on the **Upload New Photo** button. To upload photos from your files, click **Browse** and navigate to the photo file(s) on your computer.

Email Photos To Your Yearbook

Upload photos to your yearbook photo categories by using the following dedicated emails for your accounts.

Email Photos To	Photo Category
Accessing the Designer Page and Cover	submit+907053@edophotos.com
Adding and Saving a Template	submit+907066@edophotos.com
Adding BKGs and Clipart	submit+907062@edophotos.com
Adding Photos to a Page	submit+907064@edophotos.com
Adding text in designer	submit+907060@edophotos.com
BKG example images	submit+907074@edophotos.com

Each category that you create will be automatically assigned an email address. The list of addresses can be found in the **Email Photos** button.

Provide parents, teachers, and other members of the school community with the corresponding email address(es). Any attached or embedded photos will automatically upload to that specific category once the email is sent.

 Scan this QR code to watch our video on **How to Upload Photos.**

 Scan this QR code to watch our video on **How to Manage Photos**

Re-signed accounts have the ability to **Import Previous Year Photos**. You will be able to choose an old category and import it with the pictures to your new account.

Log into your **social media** to use photos from your Instagram, Facebook, Google Drive, and Dropbox accounts.

Upload PDFs to the Website

If you have any PDF files you need to upload to the project, you can do so in the **Manage Uploads** section.

You can view any PDFs that have been previously uploaded to the account here.

Click the **Upload File** button. You can then select any cover or page design PDFs you created in an outside program like Illustrator, Photoshop, or InDesign. Designate the content type and any appropriate comments, then click **Upload File** button to complete the process.

MANAGE ▼   UPLOAD ▼

🏠 Yearbook Home
👤 Manage Account
📖 Manage Ladder
👥 Manage Users
🖼 Manage Photos
📇 Manage People Data
📄 Manage Uploads
☰ Manage Tasks
📅 Manage Deadlines
🎯 Manage Yearbook Sales
Ad Manage Ad Sales
🔗 Manage LINK
📅 Approve For Production
📄 Manage Invoices
👥 Manage Permissions
🔒 Manage EDO Page Locks

LiNK is a separate website that serves as a "link" between your project and the the school community. **Manage LiNK** allows you to activate online yearbook and ad sales, photo submission on the desktop and mobile app, view the eYearbook, and create hosted Link pages and polls.
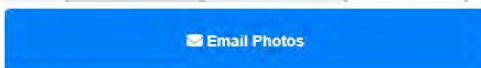
Manage LINK

Setup My LINK Account   Personalize Link

Link Access Password *(optional)*: _____
Only set a Link access password if you would like to control which people are able to create Link accounts for your school. Leave this option blank if you would like everyone to be able to create a Link account.

Manage LINK Polls **+ ADD NEW**
Poll   Description   # of Questions # of Answers Delete

Associating Students to LINK Logins

When someone registers on LINK would you like them to claim their student by the students Id or full name.
○ Student Id Number
● Student Names

Online Store

☐ Allow Link users to purchase the book from the online store.
Configure

☐ Allow Link users to design, purchase, and submit advertisements of various sizes to be placed in the yearbook.
Configure

Manage LINK Pages **+ ADD NEW**
Page Name   Page Details   Status Delete

Link Community Website and Mobile App

☑ Allow Link users to use the Entourage Link mobile application.
☐ Allow Link users to post messages.
☐ Allow Link users to view the eYearbook.
☑ Allow Link users to view the Newsfeed.
☐ Allow Link users to view people in yearbook.

Allow Photo Upload and Content Submission

☑ Allow Link users to upload photos that can be used in the yearbook.
☐ Allow Link users to create new photo categories.
☐ Allow Link users to view all uploaded photos.
☐ Allow Link users to upload videos.
☐ Allow Link users to upload other content.

Confirm LINK Changes

Check the boxes to activate the items that you would like to make available to LINK users. Click **Confirm LiNK Changes** to update.

The LiNK Site: **link.entourageyearbooks.com** ⬅

THE LiNK BETWEEN YOUR YEARBOOK **AND YOU.**

School Name   **City**   **State**

Purchase Books   Upload Photos   Design Ags   Upload Videos

Pay Invoice

This is how the LiNK home page appears. Users will be required to create their own login (separate from your staff logins) and will search by your yearbook account title.

Purchase, Upload, and Design buttons will only be available once the corresponding setting is turned on in **Manage LiNK.**

In **Manage Deadlines**, you will find several key submission dates based on your current delivery date. If you choose to change your delivery date, these dates will adjust automatically. Contact your account manager if you have concerns about these dates.

The First, Second, and Third Submission dates are also proof book request deadlines.
See **page 15** for more about the Request Proof Book feature.

Pay Invoices Online Anytime!

You have the ability to pay your invoice anytime before your Final Approval date by going to the **Manage Invoices** section.

Click **Pay Now** to submit credit card information or click **Download** to receive a printable PDF file to forward to your financial secretary.

HOMEPAGE TOOLBAR

The **Upload tab** provides quick access to the Upload Photo and other upload features, such as uploading PDFs and videos.

Log into your Facebook profile and access your photos to use in your yearbook. School Facebook pages are not accessible by this feature.

Aside from uploading PDF files, you have the ability to **Upload Other Content** such as .mov, .mp4, .csv, and .txt files. (Videos can be incorporated into the yearbook using QR codes.)

If you happen to have a file too large to upload directly from your computer, Entourage also has a **Hightail** feature.

* Make sure you contact your Account Manager and let them know you have uploaded via Hightail so they can make sure that the file is ready for you to place.

The **Design tab** gives you design access to the different parts of your yearbook such as the cover, index, and general pages, as well as your People Pages. You can also request a Design Review from this menu.

Page Design: Choose a page to design from the ladder preview on the left side of the screen. You can then use the tools to design your pages.

Design Cover: Create your cover, add spine text, and set an exciting theme for your yearbook.

Design People Pages:
In this section you can create student portrait pages in three steps.
- Upload your portraits and student data.
- Separate the students by class, grade, or teacher, then choose a template.
- Automatically flow all of your student portraits onto specified yearbook pages.

The **Collaborate tab** allows you access to Explore, Share, Discuss, and Learn. These sections include our Template library, the Yearbook Contest, Certification tests, etc.

- Explore
  - Templates
  - Yearbook Gallery
  - Typography Guide
- Share
  - Yearbook Contest
  - Refer Entourage
  - Add Links
- Discuss
- Learn

You can rate all of the templates on the website and search for the most popular ideas!

Browse Templates: Search through hundreds of top quality templates. Get ideas for your book and bookmark any template you like for quick access in the designer. You can bookmark the templates by checking the boxes under the template preview.

Yearbook Gallery: Need some inspiration? View hundreds of ideas from other schools across the country. Use the tabs to switch between several school types for age appropriate styles.

HOMEPAGE TOOLBAR

The **Request tab** gives you the option to request a Proof Book, Marketing Materials, and/or a Yearbook Kit.

Resource Kits are materials that you can utilize to help guide you in your yearbook process. You can get a physical or PDF version of these resources.

A ladder poster is also available with the Resource Kit.

Marketing Materials allow you to design and receive your own order forms and posters. Promote your yearbook sales and generate interest in the yearbook. This is also a way to share information about buying books and ads online as well as how to contribute photos.

In order to request these features it is required to have a minimum of **3 design points.**

Contact your Account Manager to inquire further about the design points.

See page **67** for more about Marketing Materials!

Proof Books are physical copies of your yearbook that can be used to check for clarity of images, layout, and spelling/grammar. Click **Add to Cart** below the first available proof book choice, fill out the delivery information, and click Confirm.

Proof books take 1 week plus shipping to arrive, so please order at least two weeks before final approval.

HOMEPAGE TOOLBAR

The **Help tab** is your key to contacting Entourage with any questions you may have. There are online tools to help you right away. You can also sign up for our free online training sessions via our webinar calendar.

Explore the **Help Site** for answers to frequently asked questions, chat in a yearbook forum with other advisors across the country, and view the Entourage newsfeed for recent updates and announcements.

The **Contact Support** page contains live chat and contact information for technical support and the billing department.

Schedule a Webinar for yourself or your class under the **Webinar Training Sign-up** page. There are three main training sessions to choose from:

1. **Getting Started/ Entourage Website**

2. **Edonline Basics**

3. **People Pages**

YOUR PAGE PLANNING HQ:

View your yearbook progress, assign pages to staff, designate page content, directly access pages to design, and more.

Page Numbering: Add page numbers to your yearbook pages. Simple and advanced options are available.

Spell Check Book: Review potential spelling errors page-by-page. The feature will make approved corrections to your page(s) automatically.

Preview Yearbook: View the digital flipbook of your yearbook progress. You can also generate a PDF version of your book sent to an email address of your choice.

Submit for Production: When you are ready to submit your book for production, this button will take you to the approval form.

Preview/Approve Cover: Check several previews of your cover design and approve it when you are ready. Note: approving the cover will lock the it from any further editing.

In these boxes you can assign pages to members on your team. You can also lock certain pages once they are complete to prevent further editing from non-admin staff members.

You can access your designer by clicking on the **Design Page** button next to the corresponding page you would like to access.

Scan this QR Code to watch our **All About Your Yearbook Ladder** video.

ONLINE STORE SETTINGS:
In the Manage Yearbook Sales section, set pricing, sales deadlines, and track sales progress.

In the **blue boxed area**, you can reference quantities sold and generated revenue to order an accurate number of books to be printed.

Setup Online Sales:
Activate your online store and set parameters, such as yearbook cost, optional tiered pricing, sales deadlines, required customer information, etc.

Personalized yearbooks are available as a sales option. This involves foil stamping the name of the student onto the front book cover.

Scan this QR Code to watch our How to **Turn On Online Yearbook Sales**

Track Yearbook Sales records every online and offline sale made through your store. Information will include date of purchase, total amount paid, intended recipient, quantity ordered, and personalization text if applicable. Spreadsheet downloads are also available.

If you offer in-school sales, select **Create New In-School Sales Entry** to record each sale. Please note that personalizations not purchased in the online store will only be produced if added through this feature.

MANAGE ONLINE AD SALES:

Setup Ad Pricing: Configure your pricing and add size options for family members and businesses to purchase.

Track Ad Sales: View and approve design and purchase ads before they can be placed in the page designer.

Scan this QR Code to watch our **How to Turn On Online Ad Sales** video.

APPROVE FOR PRODUCTION

FINAL APPROVAL FORM:

Navigate to the final approval form from the **Manage** tab, the **Yearbook Ladder**, or **Manage Deadlines** page. This will bring you to the 6 step **Approval Form**.

You can watch the video in the Overview section and it will give you a step by step video tour on how to approve for production using this form.

Step 1: Approve the Cover Content

Approve Cover:
If you have not already done so, review the variety of previews of your cover design and **Approve** it at the bottom of the page.

Step 2: Check Book Content

Approve Book Content:
 - This if the final chance to activate page numbering, if desired.
- Run the people page check to verify all uploaded people in your index have been flown.
- Verify that all ads have been placed, even if there are 0 purchased ads.
- This is the final review of all of your pages and pre-flight warnings. Click on the provided warning links to go directly to the affected page in the designer and make any necessary fixes.
- Fill out the bottom portion and click **Approve**.

Step 3: Delivery Information

Set Delivery Information
Provide the name and delivery address for your order.

Note: PO Boxes are not valid shipping addresses.

You have the ability to choose a **faster turnaround** time but there will be a rush fee associated with the date (approximates shown).

The standard turnaround for yearbooks is **28 days.**

Step 4: Make Final Payment

In this section you will be able to confirm the total number of books being ordered.

You will then be able to pay your final balance for the yearbook order.

If you had your online store turned on, you can apply the funds raised online to your final balance.

Step 5: Digital Yearbooks and Autographs

In this section you can turn on the e-yearbooks or set a price for parents who would like to purchase a virtual book they can view from their phones.

They can even create autographs virtually, as well!

Step 6: Final Approval

This is the final step to approve your book for production. Here you will confirm your specs for your order.

If you want to sell the books after you approve, you can turn on post approval sales. Fill out the rest of the page and then click **Approve For Production**.

Save

View ▾ Page ▾ Frame ▾ Automate ▾ Settings ▾ Help ▾

View Pages

Insert Items

Text Photo Template

Shape Clip Art Background

PDF QR Code Ads

Actions

Manage People

Preview Mode Background Layers

Page Builder Auto Grid

Move Pages Recover Pages

Part 2

EDONLINE DESIGNER

Move Pages

Close

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7 Page 8 Page 9 Page 10 Page 11 Page 12 Page 13

Page 14 Page 15 Page 16 Page 17 Page 18 Page 19 Page 20 Page 21 Page 22 Page 23 Page 24 Page 25 Page 26 Page 27

Page 28 Page 29 Page 30 Page 31 Page 32 Page 33 Page 34 Page 35 Page 36 Page 37 Page 38 Page 39 Page 40

Close

Insert Items

Text Photo Template

Shape Clip Art Background

PDF QR Code Ads

Scan this **QR Code** to watch a video on **How to Build A Page in the EDO Designer.**

ACCESS THE DESIGNER

WHEN IN EDONLINE:

Access the designer using the Design tab or Manage Ladder. Only one person can access a spread at one time. Entourage recommends using Google Chrome or Mozilla Firefox as your browser while you design your pages.

Note: Once we receive your initial deposit, your software will be fully activated. Until then, design access is limited to the first 7 pages and the cover.

Click the gray **X**

to hide the Select Page side menu for pages and return to the left toolbar.

Welcome to the designer! On the left side of the page is the **Select Page** menu. Select a spread to open the pages and begin your design.

Click the red **X** button at the top right of your page in order to close the designer and return to your Ladder.

EDONLINE PAGE GUIDES

Scan this QR Code to watch our **Page Guidelines Inside EDOnline** video.

While in the designer, these colored lines on the canvas will guide the placement of your content:

Red Guideline
This is the bleedline. All backgrounds should meet or exceed this line completely to ensure a clean bleed off the page.

Black Guideline
This is the trim line, where the pages will be cut during production. This designates the actual page edge in the final product.

Black Center Line
This is the center of your spread, where the pages will be bound to the cover. Make sure text or faces in pictures are not in this area.

Purple Guideline
This is your margin or "safe zone". Any items you do not want to get cut off must stay within the purple guidelines.

THE DESIGNER TOOLBARS

TOP AND LEFT TOOLBARS:

SAVE
Click this button to save your changes.

Paste Frame

Redo

Border Color

Delete Frame

Move to Front/Back

Copy Frame

Undo

Fill Color

Border Width

Lock Frame

Rotate

Insert Photo

Insert Items

Insert Text

Text | Photo | Template

Insert Shape

Shape | Elements | Background

Insert PDF

PDF | QR Code | Ads

Insert Template

Insert Background

Insert Approved Ads

Insert QR Code

Elements

Actions

Preview Mode — Preview Mode | Layers ▾ — **Layers**

Page Builder — Page Builder | Auto Grid — **Auto Grid**

Move Pages — Move Pages | Recover Pages — **Recover Pages**

Zoom in | Zoom out | 97 Zoom | Center

The **LAYERS** section is where to control the visibility of layers on the page, including unchecking the "content layer" so you are just in the "background" section of the page.

- 👁 Show All Layers
- ≋ Toggle Background Layer Only
- ≋ CONTENT Layer ☑
- ≋ BACKGROUND Layer ☑
- ➕ Create Layer
- 🗑 Delete Layer

| View ▾ | Page ▾ | Frame ▾ | People ▾ | Settings ▾ | Help ▾ |

VIEW TAB

- ▌ Ruler ☐
- ▢ Snap To ☐
- ⊞ Grid ☐
- 🗨 Comment ☑
- 📖 Preview Flip Book

In the **View Tab**, check the box next to the feature you would like to activate. With the **Ruler**, measure the dimensions in inches and distance of objects to the page edge. The **Snap To** feature will display a green line when an object edge aligns with the edge of another object while being moved. The **Grid** feature will overlay a transparent graph onto your page.

PAGE TAB

- ⇄ Mirror Left Page
- ⇄ Mirror Right Page
- ⬥ Clear Left Page
- ⬥ Clear Right Page

The **Page Tab** offers the options to **mirror** a page layout or **clear** a page when you want to start over from scratch.

FRAME TAB

- ▢ Drop Shadow ☐
- ■ Rounded Corners ☑
- ⊙ Wrap Text ☐
- ⊗ Limit Move Region ☐
- ▢ Transform ▸

The **Frame Tab** provides quick access to frame settings such as add drop shadows to an object, add rounded corners to a selected object, or apply wrap text to an image so that text wraps around its edges.

PEOPLE TAB

- 👤 Make People Pages
- 👥 Check Duplicates
- 👤⁺ Flow People
- 👤⁺ Add Person
- ⬥ Clear Left People
- ⬥ Clear Right People
- 🗐 Create Directory

In the **People Tab**, you can manage your people pages. You can also access the index generator.

SETTINGS TAB

- ✂ Book Builder
- ☑ Designer Settings
- 👥 Manage Page Locks
- ☰ Manage Yearbook Tasks

In the **Settings Tab** you can manage page locks that are created by your staff members. This is useful when a staff member does not properly close a spread. Deleting the page lock will allow other members to access the spread.

HELP TAB

- ? Help Site
- 📹 Help Videos
- 📞 Contact Support
- ⌨ Shortcuts

The **Help Tab** is another way to access Entourage support documents and contact technical support.

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ADD PHOTOS TO PAGES

Place Photos:
Click on the Insert Photo button in the Insert Items section of the left toolbar. Select from your photo categories, then click on your desired photo and it will highlight in green.

After you select the photo, click anywhere on the page canvas and it will appear!

If you have inserted a template, there will be Drop Photo boxes. After you select a photo, click inside a Drop Photo box and it will appear.

If a placed photo does not fit properly, you can adjust it by using the Photo Settings tab on the right hand side of the designer.

DROP PHOTO BOXES: You can insert these placeholder boxes as well!

These are useful at the beginning of your project if you want to design a page without having photos available for that page.

Scan this QR Code to watch our **How to Insert and Edit Photos** video.

Drag image here

Add a PDF

Once you upload a PDF under Manage Uploads, you can place it on the page by clicking the **Insert PDF** button on the left toolbar.

CLIP PHOTOS

QUICK MENU

- Crop / Edit
- Clip
- Info
- Caption
- Clear
- Auto Fix

When a photo is selected on the page, a photo edit toolbar will appear under the top toolbar. In this toolbar, select **Clip** to remove the background from an image.

Scan this QR Code to watch our **How to Use Clipping Tool** video.

Foreground Brush

Erase Marks

Zoom In

Zoom to Fit

Background Brush

Scalpel

Zoom Out

Save Edits

Mark as Done and Exit Clipping Editor

Use **Foreground Brush** for everything you want to keep in the photo. Use the **Background Brush** for anything you want to get rid off on the photo.

Pages 106 & 107

Original + Marks

learningInfinity-2.jpg

Result

900 x 600px (3:2)

You are given **500 clipping credits** at the start of your project. Each time you click **Done** you spend a point, so please use the clipping feature wisely. If you run out of clipping credits, or do not seem to have any, contact your account manager and they will be able to assist you in getting more!

Place Text:
Select the Insert Text button in the Insert Items section of the left toolbar. Click on a default style and click onto the page to insert the text box.

Once the text is placed on the spread, and the text box is selected, a text editing toolbar will appear under the top toolbar. See more details on the next page.

You can also **Save as New Text Style** so that you can re-use your text settings later without the need to reformat your text each time you place a new text box.

T Text

Once in the designer click the "**text**" button to select a default text setting and place it on the page. Once on the page you will be able to edit the text box you placed.

Once you place a text box on the page if you want to change the text style, font color, or alignment there is a "**Quick Menu**" you can use. You will see the quick menu once you select a text box on the page.

Select Font

Font Color

Font Size

You have the ability to "**save a text style**" so that you can use a font quicker and easier when you want to place text on the page.

Once you select a font, font size, and color you can save it so that it is saved amongst the default text selections. This way if you have certain styles you want to use through yoru book you can choose them a lot easier going forward when you click on the "**text**" button.

Scan this QR Code to watch our video of **How to Edit Text**.

Choose from our selection of various fonts and styles that will fit your yearbook page or theme. "Busy" fonts, such as Boogie Nights, are recommended for headlines only.

ADD BACKGROUNDS & ELEMENTS

To add backgrounds, click the **Insert Background** button on the left toolbar. Select a category or search for a specific background type using the keyword search button. Click on the desired background and click onto the page to insert it. Some backgrounds are intended for placement on one page and others will cover an entire spread.

In order to edit the background you must be in **Background Layer** mode, found in the Actions section on the left toolbar. In this mode, you will be able to select or edit your background layer.

Add **Elements** (formerly Clip Art) to add to the theme of your page. There are plenty of different themes and categories to choose from to fit your idea. Use the keyword search bar or browse through the categories.

You can now click on a color to filter the element you are trying to find.

Click "**View More**" to see more options in the category for Elements and Backgrounds

ENTOURAGE EDGE

The days of not being able to find the clipart or background you want are over! **Entourage EDGE** provides added resources you can use to customize and complete your yearbook project.

When in the designer searching for a element to use, scroll to the bottom and click **"I NEED SOMETHING DIFFERENT"**.

Next, go to our new website Entourage Edge to request new clipart, templates, backgrounds, and more by pressing the blue button **"Click Here!"**

Once the site is open, you will need to "r e g i s t e r" and create a login in order to use the site.

You will not be able to login using your Entourage login. You will still be rewuired to register if it is your first time using Edge.

Once you have lregistered with Entourage Edge, you can then link your yearbook project with Entourage Edge.

To do so, first click "**LINK ACCOUNT**" under your profile.

Once you see this screen, click on the **"LINK ACCOUNT"** button.

You then will have to put in your **Yearbook project login** so that your yearbook is now linked with Entourage Edge.

Once you do this you can now request clipart, backgrounds, and templates for your project.

You are now ready to choose or request designs you would like to use in your project!

At the top of the screen there are options for different content types, and you can select a category that best matches what you are looking for.

The next screen with then allow you to select a specific design you want to use. You can search or redirect to another category to see the wide range of clipart/ elements you can find in your Entourage site.

You will also be able to find art that has been requested from other schools.

Once you have selected the item you want, you can then select "**Install to Entourage**".

Once you press this button, you will then be able to see your project, and can confirm the location of where you want the design to be installed.

If you would like to request a certain clipart or background not found in the site, just click on the "**Submit Commission**" button.

On this page you can put the title of the commission work you want to be made. You can also type a description of what you are looking to have done. So, if it is a template you will have to specify the page size and whether you want a single page or spread.

You will also be able to choose when you need the design by and then you can click the "**Submit Reques**t" Button once your form is filled out.

Once submitted, you will receive a notification on the Edge Homepage in the "**bell**" symbol at the top of the page.

INSERT TEMPLATES

Choose from a multitude of templates we have to offer under our **Templates** section. These pre-designed pages can give you a great starting point to build from and save your valuable time.

Scan this QR Code to watch our **Using templates, Clipart, and Background** video.

If there is content on the page when you insert a template, you will be prompted to replace or cover that existing content.

You have the ability to save your own pages as templates for later use. To **Save as a Template**, select the green down arrow next to the **Save** button.

You will have the option to save just a single page or the spread. Custom saved templates are not visible to other accounts but can be accessed by your staff in the **Templates** button > **My Templates** button > **Templates** folder.

MOVE PAGES & RECOVER PAGES

If you need to rearrange your pages, you can do so under the **Move Pages** button in the actions section of the left toolbar.

The pop-up window that appears will allow you to click and drag spreads into a new order.

Click **Commit Page Moves** to save the changes or use **Reset Page Moves** to start over.

Scan this QR Code to watch our video **How to Move Pages.**

If you would like to move single pages at a time, click the **Advanced Page Moves** button at the bottom right of the move pages pop-up window.

You may bump some pages into the unused page dock at the bottom of the screen. In order to save your changes, the dock at the bottom of the screen must be empty. You can drag and drop important pages back into the correct place in your book, or delete the blank or unneeded pages.

RECOVER PAGES

If you want to revert to a previous version of a spread, click on **Recover Pages** in the Actions section of the left toolbar.

You can choose between the last **ten** saves of the spread.

Scan this QR Code to watch our **How to Recover Lost Page Content** video.

PAGE BUILDER

Use **Page Builder** to place multiple photos in a template of your choice onto a blank page. Find this feature in the Actions section of the left toolbar.

This time-saving tool works in three quick steps:

Once you click on the Page Builder Icon a side menu will appear.

Step 1: Add Photos
Click on the **Select New Photos** button and your categories list will open. Choose the photos you want on the page. The selected photos will have a green border. Then click **Add Selected Photos** when you are finished with your selection.

Step 2: Choose Template
Click **Choose Template** to browse for your desired template. You may sort by category or by photo count, which will display templates that have the same quantity of photo spots available as selected in step one. Click **Use Selected Template** when your final choice is highlighted green.

Step 3: Create Page
Click **Create Page** to view the generated template that Page Builder creates. You have the option to click **Regenerate Preview** so the photos shuffle around on your template or place the design on the left page or the right page once you are satisfied with the layout.

Once the template is placed on the page, you can adjust the photo within the photo frames using the Photo Settings tab on the right side of the designer. See page 38 for more details.

ADVANCED MENU

The Advanced Menu tabs give you more options to adjust and edit objects on the page. Click one of the tabs on the right side of the designer to expand those options. You must have a photo or text box selected to view the options within those tabs.

There are three Advanced Menu tabs: **Photo Settings**, **Text Settings**, and **Frame Settings**.

To easily close any of the Advanced Settings tabs, click the Advanced Menu button on the bottom of the designer.

Photo Settings

Clear Image - Deletes the image, leaving the selected frame available for a new image.

Flip - Horizontally or vertically flip the image.

Fit - Gives several fitting options for the image. Use Manual to move the image within the frame without altering the frame size or shape.

The settings below the image preview allow you to change the image's position on the page, dimensions, rotation, and size within the frame.

Text Settings

In addition to the **Font**, **Size**, and **Color** options found in the Quick Menu, this feature provides **Baseline**, **Case**, **Tracking**, **Kerning**, and **Leading** for more advanced text formatting.

Various border, color, and fill options can be found here. The **Inset** options customize the margins between the text and frame.

Frame Settings

This tab is most frequently used to add or lower the opacity of an image so that it appears lighter than usual. The lower the percentage, the more transparent the image will become.

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90s RETRO THEME NOW AVAILABLE!

After popular demand we have now added "90s Retro" backgrounds, templates, and clipart. If you have suggestions for themes you would like to see in the future, please let us know!

Backgrounds!

Templates!: Explore our new **"Start Your Project"** templates.

Clipart!

New "Centric" backgrounds now availble for use!

THE LiNK SITE

Provide **LINK.ENTOURAGEYEARBOOKS.COM** to community users like parents, teachers, or friends. Here they can Upload Photos, Purchase Yearbooks, and Design Ads for your project.

Once on the site, they must **Register** with their own User ID and password to access the LiNK site. From there, they can search for the school's yearbook by name and use the features you have activated on your **Manage LiNK** section.

Scan this QR Code to watch our **How to Purchase a Yearbook in the LiNK Store** video.

Use the **Purchase Books** button when ready to purchase a yearbook online. Follow the prompts for your order and check out before the deadline. Provide your email address to receive an electronic receipt.

The **Design Yearbook Ad** button will bring you to a list of available ad sizes and prices for purchase in your school yearbook. These can be used for personal pages for students or business advertisements.

UPLOAD
Your Photos

Photos

Up, Up, and Away.

Upload Your Photos to the SURVIVAL GUIDE 2020

Upload your pictures through your web browser by using our simple interface.
Just follow the steps below for using the latest in online photo services!

Select the photo category that you would like to upload your photos to:

Accessing the Designer Page and Cover

Dashes are used to mark subcategories.

Drag photos here
or
Browse

Click **Upload Photos** to view the available categories for submission. Select the desired category from the dropdown menu then click **Browse**. Choose photos and click Open to begin the upload.

Scan this QR Code to watch our **How to Use LiNK to Upload Photos** video.

THE LiNK BETWEEN YOUR YEARBOOK **AND YOU.**

School Name

City

State

Purchase Books

Upload Photos

Design Ads

Upload Videos

Pay Invoice

Scan this QR Code to watch our **How to Turn on Photo Uploading for the LiNK Mobile App and Website** video.

Entourage Design Point

Product Description:
Points used to get extra marketing, proof books and other printed materials. Each point is worth $20.00

Price: $20.00
Status: OPEN
Add to Cart

If you need more Design Points to request a Proof Book or Marketing, you can purchase more points here in LiNK. Just click the **Purchase Design Points** button!

DOWNLOAD THE MOBILE APP

With the mobile app, LiNK users have the ability to upload photos to your categories directly from their phones. Make sure you are registered in the LiNK site first in order to log into the mobile app.

*Make sure permission for the mobile app is turned on under the **Manage LiNK** section of your yearbook account.

Part 3

PEOPLE PAGES

Scan this QR Code to watch our training video **Flow Student Portraits**!

MANAGE PEOPLE DATA

DOWNLOAD YOUR PORTRAITS:

You will first need to download your portraits to your computer desktop before uploading them into your yearbook project. Your photographer should provide you with the files in PSPA format via a physical CD disc or via a digital download link.

DIGITAL LINK

Download the portraits and index files from your photographer's online portal or email attachment. You may receive compressed files that you must "unzip" before uploading into the yearbook project.

CD

Insert the CD into a disc reader and copy the files from the disc onto your computer desktop. You may receive compressed files that you must "unzip" before uploading into the yearbook project.

Navigate to the **Manage People Data** page available from the Manage drop-down menu in your account toolbar. This screen allows you to upload and manage all of your people portraits and data in one location.

UPLOADING YOUR PORTRAITS AND MATCHING INDEX:

To get started, click on the blue button Click here to Upload Photos and Student Index.

Next, use the drop-down menu below **Select Photo Category** to confirm into which existing photo category the portraits should be uploaded.

Then, select your **Matching Index.** The photos in your designated category will sync with the information in this specific index.

If you have not yet uploaded your Index, you can upload it along with the portraits in the next step.

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Now, select files to upload. You may either drag and drop files onto the cloud icon from an open file window, or you may select the orange **Browse** button to navigate your file explorer and select which files on your computer to upload.

Once the index successfully uploads, a popup window will appear that displays the data in a spreadsheet. Using the drop-down menus above each column, confirm which columns contain **First Name**, **Last Name**, **Photo File Name**, **Grade, Class, and Teacher's Name**, if applicable. You may have columns you do not need. Once your column headers are set, click the green **Confirm** button to allow the photos to sync with the data.

After syncing, you should see all of your People Page Portraits displayed as shown below.

Click on a portrait for editing options. You can correct spelling, change the grade or class, or change their photo. Select the blue **Save** button to keep your changes.

If you need to add a person that was not included in the index, select the **Add New Person** button to properly add students that are missing. You will manually type their information and assign a photo in the edit person details window, shown left.

Change Portrait Photo

Delete Person from Project

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FLOWING PORTRAITS

Once you have finished uploading your portraits and data, it is time to begin placing people onto your yearbook pages. Open the pages in your yearbook project by selecting **Page Design** from the **Design** drop-down menu in the main account dashboard, and select your desired pages to design using the left scrollbar. Next, select the **People** drop-down menu in the top toolbar of the page designer, and select the option **Make People Pages** to open the People page window.

You should now see the **Let's Get Started** People Pages Menu. At this point you have already uploaded your portraits and index file and are ready for **Step 2**. Select the template you would like to use for your yearbook by going to the second tab labeled **Templates**.

Click on a template to select it. The selected template will highlight in blue, and a larger preview will appear in the right panel.

Tip: Quickly find the template that best fits your needs by using the filters to narrow down your choices. Filter by **Template Type**, **People Per Page**, **Teacher Field**, and **Rounded Corners**.

Once you have the desired template selected, use the blue buttons in the bottom right corner to: **Build Template on Left**, **Build Template on Right**, or **Build Template on Both Pages**.

Once your template has been built on your page, you will be prompted to **Build More Templates** or **Continue to Flow**. Select **Continue to Flow** if you are ready to flow your portraits onto your pages.

Choose the group sorting method you prefer to separate your students into groups using the first drop-down menu. Depending on the data included in your index, and which columns you confirmed when uploading, your options will be **Class**, **Teacher**, **Grade**, or **ALL**.

Customize the template flow settings in the top right to select your

No Photo Icon, whether to **Sort People By First Name** or **Last Name**, and whether to **Split Name** on multiple lines.

After selecting the group sorting method, select the **Group Name** from the left list to highlight blue and display a preview of the group's students on the right-hand side.

Once you are ready to flow your group, select **Flow Left Page** or

Flow Right Page on the bottom right to populate the students into the built template using your designated settings.

Depending on your group size and internet speed, it may take up to a minute for the system to flow your portraits onto the page. Pictures will automatically flow in alphabetical order, and will fill the frames in the template until the template is full, or until there are no students remaining in the group, whichever comes first.

If you have more people that need to be flown, select the **People** tab from the top toolbar and click **Flow People**. Students that are flown into the book will have a gray overlay, with students not flown yet in full color.

Repeat these steps to flow the rest of your groups. The groups that have flowed fully into the yearbook will highlight in green.

PEOPLE PAGE TEMPLATES

PLACING PRE-MADE TEMPLATES:

You can place templates onto your pages before you upload your student portraits. Click on **Design** tab, then the sub-option **Page Design** in your main account dashboard. Select pages to open in the left scrollbar of the page designer.

There are many readily available EDOnline People Page templates. These can be found by selecting the **Templates** button in the left toolbar and choosing the template category called "**People Page**".

To build a template onto your page, click on the template you wish to use in the left sidebar, which will then highlight green. Then click on the page you wish to place it on -- **no drag and drop required!**

Virtual Class United AB2

USING OUR AUTO GRID OPTION:

If you cannot find a pre-made template to fit your creative vision, you can also use our **Auto Grid** feature to create a custom People Page Template!

The Auto Grid button is found in the left toolbar of the page designer.

This will allow you to choose the number of photos across and down to fit your desired class count. **You can also customize where the names are placed, the shape of the photo box, vertical and horizontal alignment between each photo box, and margin width to leave room for any titles or headers.** Once everything looks good, you can choose to place the template on the left or right page by selecting the appropriate green button at the top of the sidebar to **build the grid on the left or right page**.

When you've finished filling out your desired information and dimensions, you will be able to see a preview of your Grid at the bottom of the sidebar.

TAGGING YOUR FRAMES

EDOnline is not limited to pre-made templates and automated grid designs. You can also use our TAGGING system to create your perfect template for people page portraits flow.

You have the ability to tag specific frames in order to allow for People Portraits and data to be flowed onto those pages.

Frame Settings Tab

These tags can be found in the Advanced Settings Menu. Select a portrait or text frame on the page. Double click on the **Frame Setting Tab** and expand the second section **Frame Size and Location.** The setting **Tag** in this menu is where you will type the appropriate code to have the portrait, name, or custom field flow into your custom template.

Select a frame to view the applicable frame settings.

When tagging frames, please remember that they will be tagged in numerical order. For example, the first photo box will be tagged **PHOTO_1** and the second box will be tagged **PHOTO_2**, etc. This way, the photos will be flowed in the order you choose. **The name tags should also match the number of the corresponding photo box.**

PROPER TAGGING:

Photo	PHOTO_#
Teacher Photo	TPHOTO_#
Name	NAME_#
Teacher Name	TNAME_#
Custom Info	CUSTOM_#
Header	HEADER_#

How to Edit Placed People Pages

Need to edit **People Style Details,** such as font? Navigate to one of your people pages in your book and click on either a photo frame or name which will prompt your **Quick Menu** to appear.

Select **People Styles** from the Quick Menu. In the popup window that appears, you can change the **Font**, **Size**, **Color**, and **Alignment** and choose **Apply to: Everyone in this group** or **Everyone in this book**.

After making the appropriate changes, click the green button that reads **Save People Style** to update your data.

If you would prefer to make changes to a single person on your page, select their photo or name and click **Edit Person** from the Quick Menu.

Update their name, photo or other information and click **Save Text Style** or **Save People Data** to confirm your changes.

How to Add or Delete People

Select the **Manage** tab and choose **Manage People Data** from your main account dashboard. To add a new person to your People Data, select the **Add New Person** button on the right side of the **Manage People Data** Window.

Type in the appropriate fields such as First Name, Last Name, Grade, Teacher, etc. Click the grey **Select Photo** button and locate the photo file you'd like to use. **Save** using the blue button to finish adding a new person. Your pages will automatically be reflown after you save your content. *Tip: Make sure you have enough frames on your pages!*

To delete people from your People Data, locate them within **Manage People Data**, click on the square to the left of their name and click the **Delete Selected** button.

FLOWING TWO CLASSES

How to Flow Two Groups on One Page

To start, use the **Auto Grid** feature located on the left hand side of the designer to create the first section of your people page flow.

After the auto grid generates, adjust the grid to fit the correct number of students you would like to flow in one of the classes on that page.

Next, click on the **Layers** button and select the **Create Layer** option. You'll want to name your new layer, we recommend something similar to "People Page Pt. 2."

Then, use the **Auto Grid** function again to generate a second section of students.

Tip: *Make sure that both auto grids start with "NAME 1".*

Use the **Multi-Select** cursor tool from the right-click menu to select the second section of auto grid frames. Once the frames are all selected, right click for the right click menu again, choose **Move to Layer,** then choose your newly created layer.

After the frames are moved to the new layer, **Save** your page and you are ready to Flow the two classes.

When you then flow your people, select the group you'd like to flow and once you click on the **Flow on Page** button, there will be an extra step to confirm which template layer the group should flow into.

Part 4

SPECIAL UPGRADES

To allow personalized pages, you must first have the upgrade added to your account by your Sales Rep or Account Manager.

Once the upgrade has been applied to your account, navigate to the **Manage** tab in your main account dashboard and select **Manage Ad Sales** from the drop-down menu.

Click on
Setup Ad
Pricing
to activate
Personalized
Pages

This will then open the Ad Sales homepage, where you can click on **Setup Ad Pricing** to turn on the personalized pages, along with any Ad sales you would like to make available for parents to design for the yearbook.

Scan this QR Code to watch our **How to Set Up and Approve Personalized Pages** video.

You will then have to make sure to **Activate** the ad sales by changing the drop-down menu from "NO Yearbook Ad Sales" to "YES- you would like to turn on the ad sales".

* Keep in mind that once activate "personalized pages", parents will have to purchase a book in order to create the personalized page. This way the book purchase will associate with the correct personalized pages.

If the parent has more than one child, they will need to make separate purchases in order to have a personalized page for each child's book.

Once ad sales are open, you should **Enable the sales** for the 2 personalized pages. When the parent creates their personalized pages, it will be a full 2 page spread every time.

Make sure **Personal 2 Page Spread** is the name of the Ad Type you enable! You can then set up the cost and how much you are going to charge for the personalization.

Next, you will have to choose the place in the yearbook you would like for the personalized pages to go.

Choose **Placeholder** in order to add a blank set of pages to your book. If parents do not purchase personalized pages, the placeholder blank pages will print in their stead.

Scan this QR Code to watch our **How to Design Personalized Pages** video from the parent perspective.

Once the settings are saved, you can then go to **Manage LINK,** where you can copy the URL and send to the parents to purchase and design their personalized pages.

You will be able to confirm and edit the personalized pages, if necessary, before you submit your book for production. You will not have to place them individually in your book, as they will be added automatically in the designated placeholder spot once the book is printed for the individual families.

DYNAMIC COVER

The Dynamic Cover Upgrade allows the purchaser to have the recipient's name and portrait on the front cover of the book, as seen here.

To allow the sale/use of Dynamic Covers, you must first have the upgrade added to your account by your Sales Rep or Account Manager.

You will also need the PSPA index file supplied by your school's photographer loaded into your People Page Manager before setting up the sales portion. See page 46 for more info on how to load your index file.

TURNING ON DYNAMIC COVER SALES

Once the upgrade has been added to your account and you have uploaded the index file, navigate to **Manage > Manage Yearbook Sales** to turn the sale of the dynamic covers on.

Set Up Online Sales
Set up your account to sell your yearbooks via Entourage's secure online yearbook store. Enter information about how much you want to sell your yearbooks for, what are your ordering deadlines, and information about your yearbook project (e.g., delivery deadlines, how to pick up your yearbook, etc.)

Set Up Online Sales

Select **Set Up Online Sales** to proceed.

Scroll down to the upgrades section of the form and check off **Enable Personalized Cover Upgrade**, complete the form and hit save.

What yearbook upgrades are available?
Select if you'd like to include the ability for people to add upgrades to their book.

☐ Enable Foil Personalization Upgrade
☑ Enable Personalized Cover Upgrade
☐ Enable Cover Choice Upgrade

PURCHASING A DYNAMIC COVER

Purchase Your Book With Your Photo On The Cover!

YES!
That's a great idea! Add $6.00.
Upgrade your yearbook with your student's name and photo on the cover! Your yearbook will be unique to you. This sample is a representative photo. Actual customization may vary based on yearbook.

Add Personalized Cover
Total Price: **$16.00**

In order to purchase a dynamic cover, the purchaser must go through the LINK website. The cost to the purchaser is an additional $6.00 per book.

Great, Let's Add A Personalized Cover!
Name:
Please enter the name of the person who should be on the personalized cover.

John
John Cervorizzo
Daniel Johnston
John Rider
John Smith

Confirm & Continue

The purchaser will be required to select their child's name from the drop down menu seen left.
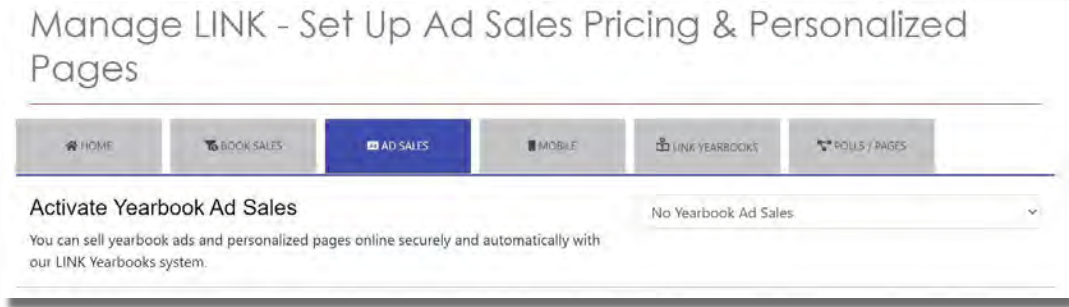
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MANAGE ▾   UPLOAD ▾

🏠 Yearbook Home
👤 Manage Account
📖 Manage Ladder
👥 Manage Users
🖼 Manage Photos
📇 Manage People Data
🗂 Manage Uploads
☰ Manage Tasks
📅 Manage Deadlines
📷 Manage Yearbook Sales
📢 Manage Ad Sales

For more on the LINK site, visit pg 42.

SETTING UP YOUR DYNAMIC COVER

To create and design the dynamic cover, open the cover designer from **Design > Design Cover.** Select the **Manage Covers** button on the left hand side of the screen to create a new cover.

Click **Create Cover** as seen left

Make sure to select **Dynamic-Flow Dynamic Data** as the cover style.

Once created, click the **Design** button to begin creating the dynamic version of your cover.

DESIGNING YOUR DYNAMIC COVER

It is recommended that you first save your original cover as a template so you can easily duplicate it for your dynamic cover. **Learn how to save a custom template on pg 34.**

Once the cover design is ready, you will need to insert a blank photo and text box so you can link it to the data. **Refer to page 29 & 31 on how to insert photos and text.**

Once inserted, right click on each item and select the **Properties** option to bring up the window to tag the frames.

Change the drop down menu to **COVER NAME** and position **'1' for the text box** and hit **Update.**

Change the drop down menu to **COVER PHOTO** and position **'1' for the photo box** and hit **Update.**

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DESIGNING YOUR DYNAMIC COVER, CONT.

Once your photo and name boxes are tagged properly, you should see a preview of the photos and names of the dynamic covers purchased so far. You can toggle between portraits and names using the **'Next'** and **'Previous'** buttons, seen right.

To edit the font and color of the name, click the **'Edit Text Style'** button in the same window.

This will bring up a window to edit the name field, pictured left. You can customize the look of the name to fit your cover design. See the final result pictured right!

Make sure to toggle through all the names after editing the text size to ensure longer names fit!

Don't forget to hit 'Save' in the top left of the designer once you are happy with your edits!

APPROVING YOUR DYNAMIC COVER

After your sales have closed and you are ready to approve your book project, you will have to approve and review the dynamic covers purchased before completing the approval form.

Navigate to **Manage > Approve for Production** to view the approval form and step **'1. Approve Cover'** to confirm your design.

This screen will show you a standard version of your cover and a dynamic version so you can preview and approve your design.

Toggle between your designs to ensure everything looks good!

APPROVING YOUR DYNAMIC COVER CONT.

After the cover design is approved, you will have to review the actual covers purchased and the quantities needed under step **'6. Approve'** in the form.

The screen pictured left will show you the quantities of each type of cover.
Clicking the **'View Preview'** button will allow you to preview each individual dynamic cover.

The preview screen pictured right will allow you to view each individuals photo and name to ensure accuracy of each cover purchased.

Complete the form and you're all done!

Questions?
Reach out to your Sales or Account Representative for more info.

MARKET YOUR
YEARBOOK

Want to know how to promote and market your yearbook at school? Scan this QR code to watch a video on **How to Design and Order Marketing Materials!**

Introduction

Think about it; your **yearbook** is a **business**! Yearbook is one of the few classes/clubs that raises money, makes, markets, and sells a product!

YOU SHOULD RUN IT LIKE ONE...

While most of your manpower is going to be dedicated to making a fantastic yearbook, you will need a marketing and sales team as well.

Question: How do I organize the sales and marketing side of my Yearbook Business?

Answer: Create a Team to Focus on these three areas...

• Marketing and Selling Yearbooks
• Marketing and Selling Business Ads
• Marketing and Selling Personal Ads

Question: How do I run the creative side of Yearbook Class as a small Business?

Answer: The number one thing that you can do to make your whole yearbook project successful is to **Remember your Audience**. You are creating this book to represent the entire school community. As you are creating the book, keep asking yourself...

• What would they want to see in the yearbook?
• What is important to them?
• What would they not want included in the yearbook?

Remember to get out there and actually talk to the students, faculty, and staff. What you think they are looking for, and what they actually want may be totally different. Don't guess, do your research.

No matter how **Amazing** your yearbook is, **it won't sell itself!** Just like any other business, you need a sales and marketing team to promote your product.

APPOINT A BUSINESS MANAGER AND TEAM

Just like you have an editor in charge of the creative side of the yearbook, appoint a very organized staff member to oversee the business side of the yearbook.

Question: What should be the job descriptions of the Business Manager and Team?

Answer: The Business Manager will work with the advisor and editors on planning all of the financial aspects of the publication including book sales and ad sales. The business manager will prepare marketing materials, set goals, plan events, and track sales.

Question: Our staff is too small to have a dedicated business manager. What should we do?

Answer: If you have a small staff, your group will have to double up on some responsibilities. Keep in mind that it's not up to the sales manager alone to sell all of the yearbooks. Their job will be to organize, and make the sales process easy and accessible to all the other staff members.

Book Sales Preparation

Before you start **selling** it's very important to establish a sales **plan and goals.**

WHAT DO YOU WANT TO ACCOMPLISH?

The Advisor, Business Manager, and Editors should develop goals for ad and book sales and a plan of action for the Business Manager to execute.

Question: How do I determine my goals for sales and marketing?

Answer: Most goals for ad sales are determined by financial need. How much money do you need to raise for your project in addition to book sales? Are you trying to keep the cost of the books down with ad sales? Use the answers to these questions to set ad sale goals. Goals for book sales are often based on sales from the previous year. You should always set a goal higher than last year's to keep your school's yearbook tradition growing.

Question: What does a typical sales plan look like?

Answer: Here is an outline of what a typical school year will look like for a business manager:

- Establish goals for book sales and ad sales
- Create forms for selling ads to business and parents
- Train staff members to sell ads and set individual sales goals
- Decide on promotions for yearbook sales for the whole school year
- Create marketing materials for book sales (ask about free personalized marketing)
- Train staff members on book sales and set individual sales goals
- Plan yearbook promoting events and execute throughout the school year
- Continue to track yearbook sales
- Personally follow up with students who have not purchased books

Think about all the **magazine** and **television** ads you see every day and which ones are the most effective. Keep these in mind as you create your yearbook ad campaign.

LET THEM KNOW WHY THEY NEED A YEARBOOK.

There are endless ways to promote your yearbook. Create a marketing campaign using a mixture of classic and creative marketing techniques to reach the whole school.

Question: What are the most popular ways to promote yearbook sales?

Answer: Here are some of the tried and true marketing methods

- Order forms/handouts passed out at school to mailed home
- Online Ad Sales
- Posters
- Early discount promotions
- Announcements (tv/loudspeaker)

TIP
Talk up your book. Keep mentioning cool features, funny pictures, and awesome quotes, so the whole school is buzzing with anticipation.

Question: How do we reach more students through more creative marketing?

Answer: Try as many different approaches as you have time and budget for to reach and appeal to the largest group possible.

- Who's Pictured list - create a list of all the students in the school, and highlight their name as they are pictured. Hang the list so everyone in the school can see. If they know they are in the book, they are more likely to buy the book.
- Yearbook pep rally - plan a special pep rally to kick off yearbook sales. Have staff members talk about what their yearbooks mean to them now.
- Don't forget to use social media websites like facebook to advertise your books.

Pre-Sales and Promotions

You know how your grandparents love the **early bird special**? So do your classmates! Give them a great reason to buy their books early and watch the sales roll in.

BUY EARLY FOR THE BEST PRICE!

Running an early promotion is very important for creating some start up revenue for your yearbook and gauging the school's current interest level in purchasing the book.

Question: What is an example of an effective early promotion?

Answer:
- Selling the books at a discounted price early in the year is a standard early promotion. For example you can market your book for $30 until Oct. 31st and $40 after.
- Another popular early promotion is **bundling your book sales** in with other popular activities or items that will happen through out the year for a savings. For example, buy your yearbook, tickets to homecoming, and your school pictures together and save $10.

Question: What response should I expect to an early yearbook promotion?

Answer:
- Ideally you will get about **20%** to **30%** of your total expected sales during the first early promotion that you run.
- Don't get discouraged if you don't get a huge response, remember that it's early in the year and there is still plenty of time.
- This is a great time to gauge interest in the yearbook. If your current marketing isn't creating much excitement, you have plenty of time to try something new.
- **Don't be shy** about asking people why they didn't buy a yearbook even with the great savings. To sell books you need to understand why they aren't buying yet.

> **TIP**
> Contact your account manager for custom marketing pieces including posters, handouts, and order forms. Also turn on online sales !

Don't stop now. Even after you launch your yearbook sales campaign and do your first promotion, keep reaching out to the school community to keep excitement high.

FIND NEW WAYS TO ADVERTISE.

After the excitement of the initial yearbook sales day has worn away it's important to continue reaching out to the school community. Sales may not come in as quickly as the first day, but keep selling.

Question: What are some ideas for continuing to reach out?

Answer: Make sure that everyone knows how to order their yearbooks.

- Continue to make sure posters are up around the school.
- Post sales information on the Yearbook Classroom door.
- Continue to talk up the yearbook every opportunity you get.

Question: What are some alternative advertising methods?

Answer: Continue to remember your audience as you sell your books. Try advertising methods that will stand out to different groups of students in the school.

- Try hanging life size photos of different groups, (car team, chorus, etc) around the school with a page numer. Students are more likely to buy a book if they are in it.
- Do a yearbook preview at a school wide assembly or pep rally. Prepare a slide show of some pictures, spreads, and really intersting concepts that you are including in your book. Make sure you have something to interest everyone.
- Use the internet to reach more people. Make sure you have a link on the school website to purchase the book. Also advertise through facebookand other social networking sites that the students are already members of.
- Don't forget about parents. Send a handout home, or print an ad in as many of the school sports bulletin's as you can.

You don't have to be a used car salesman to **sell yearbooks.** It's as easy as planning fun events, talking up the book, and creating plenty of opportunities for students to buy.

MAKE SURE EVERYONE HAS A CHANCE TO BUY.

Whether you are offering online sales or cash only, make sure that every student at your school knows how to purchase their yearbook, what the promotions are, and what the deadlines are.

Question: How do I maximize the sales opportunity?

Answer:
- Make sure that your staff members are available to sell books at several different times during the day. Have sales tables set up before school, during lunch, after school, and during big school events.
- Offer different methods for sales including online sales, having a sales table set up at school, sales available at the yearbook classroom etc.

Question: Is it better to spread sales out over the whole year or have specific sales weeks?

Answer:
- For selling larger amounts of books all at once, having certain sale days and weeks advertised and promoted certainly works better.
    - Parents and students often prefer to purchase their book online and this works best with open sales over the whole school year.
    - In the end, both methods generally result in about the same total sales.

> **TIP**
> Sell your books online. Create a link on your school website to your online book sales site so that parents can purchase books easily.

Even if your sales are going great, there is no reason to slow down now. Make sure you continue to follow up with all students who have yet to order a book.

CONTINUE TO FOLLOW UP...

The marketing manager should be tracking sales and always have a running list of who has not purchased their yearbook yet. This is your target group for following up personally.

Question: What are some good strategies for following up?

Answer: Follow up on two levels. Have members of your sales team speak to the students individually about ordering a yearbook, and find out why they haven't ordered one yet. Continue to market to large groups too. Make announcements and let everyone know that the final deadline for ordering is approaching quickly.

Question: What can I say if they are not interested in ordering a book?

Answer:
- Find out why they don't want to order one.
- If it's a money issue, maybe you can offer a payment plan.
- If they don't think they will be pictured, show them how much coverage of them and their friends will be included in the book. Let them know that the staff is doing their best to make sure that everyone is covered in the book.
- If they say they aren't interested in having a yearbook and they would never look at it, be ready with some stories from faculty and staff members about what their yearbooks mean to them now.

BUSINESS ADS

Local businesses and yearbooks are a **great match**. When local businesses support the schools, the school community is more likely to support them!.

SELLING BUSINESS ADS.

Business ads usually consist of a business card or a logo with a little bit of text. These can be designed online, or the business can email or mail you their content for you to format.

Question: How should I price Business Ads?

Answer: These ads usually cost a little bit more because you are asking businesses to sponsor your book, not individuals.

Question: How do I approach businesses about buying ads?

Answer:
*   Staff members usually split up areas of the community and basically go door to door selling ads. (Make sure you get permission from parents and school admin-istrators before you start this.)
*   It's a great idea to bring last year's yearbook with you in order to show examples of what the ad section looks like.
*   It's also a great idea to bring statistics of how many people your book reaches, and a testamony from a business owner who advertised with you last year about how the ad sales helped their business.
*   Finally, it's a great way for businesses to show their support for their community. Remind them that families in the school like to support businesses that support the school.

Reaching parents by mail or email is generally the best way to sell personal ads. Most parents want to submit their ad directly to the yearbook staff as a suprise for their student.

Question: How should I price Personal Ads?

Answer: Personal ads generally run a little less to purchase than business ads so that it's not a major investment for parents to participate (keep in mind they are most likely the ones paying for the yearbook purchase too).

Question: What should Personal Ads include?

Answer: The format for Personal Ads is usually a few lines saying congratulations or a quote, a picture or 2 (setting a limit on the number of pictures allowed per ad size is a good idea), and who the ad is from.

Question: How should Personal Ads be submitted?

Answer: If you choose to use our Online Ad sales and design then the parents can build their ads online and submit them electronically.

REQUEST a PROOF BOOK

Getting a printed Proof Book before submitting for print is a great resource! You can request a copy by going to the **REQUEST** tab in the main account dashboard and click **PROOF BOOK** from the drop-down.

Each proof book costs 3 design points and you can check to see how many points you have at the top of the page. Click on the **Add to Cart** button to order a proof.

Please be aware of the **3 Proof Deadlines**. Once a date has passed, you can no longer order a proof for that date.

You then can confirm how many proof books you would like to order. Each Proof Book costs **3 design points**.

The last step will be to fill out the shipping address where you would like for the proof(s) to be delivered.

Once you have ordered the proof book, it will take one week plus shipping time for you to receive, or approximately 10 business days.

Getting a Proof Book is the best way to get a printed version of your book so that you can check the image quality and see how the pages will print when sent for production. If you do not have design points, contact your Account Manager or call support for more.

REQUEST Marketing!

Need Posters and/or Order forms to promote your yearbook? Go to the **REQUEST** tab from the main account dashboard and click **Marketing Materials** from the drop-down.

First you must create a **coupon code** in order to request marketing.

Order forms - 1 Design point gives you 4 packs (Each pack contains 25 order forms) for a Total of 100 Order forms per design point

Posters - 1 Design Point per 10 posters (if you order 20 posters, it will cost 2 design points, etc.)

Once you put in how many Posters and Order forms you need, click **Create Coupon Code** and go to the next step to start designing.

Once you click on **Design,** you will be taken to the designer where you will be able to design or choose a pre-designed template for your Poster and Order forms. It will take 2 weeks plus shipping time to receive once you submit them.