



## It's March. Do you have a Yearbook Business Manager for 2008?

*We fully realize that we are beginning to sound like an old record with all this business manager stuff but we can't stress enough how important it is. This month, let us do it with numbers. With apologies to David Letterman, here are the top ten reasons you need a yearbook business manager.*

**Reason #1** Why are you selling yearbooks? That is not the job of the yearbook adviser. A yearbook business manager should be doing that, not you. Of all the reasons you need a yearbook business manager, this is the biggest.

**Reason #2** The more books you sell, the less expensive each individual yearbook is. And show me one adviser, anywhere, that would not like to have each individual yearbook cost less.

**Reason #3** You will be doing some student a big favor. Someplace in your school is a future Steve Jobs; a future Sam Walton; a future Warren Buffet. Find that person and give them their first chance to really shine in the world of business. Maybe the DECA or FBLA adviser can give you a clue as to who that person is but once you find them, put them to work.

**Reason #4** Your business manager can also run your ad campaign. Whether you sell only senior ads or still sell business advertising, keeping track of all of it can be a huge pain. You have better things to do than to worry about advertising art coming in or invoices for ads being sent. Let your business manager take care of that.

**Reason #5** Your yearbook is the biggest business on your campus. Shouldn't someone be in charge of sales and marketing on a full time basis? Think of yourself as the CEO of your yearbook. Your editor is head of production. Your business manager is your head of marketing and sales. No business should be without one. Why produce something that so few people buy?

**Reason #6** You need someone to stay on top of business all year long. When you (or your editor or your bookkeeper) are handling ad and book sales, it is a short-term condition. This means you might put your full effort into selling for a week or a month but not for the entire year. A business manager can stay on the job all year long, selling, marketing, keeping track of business and so much more.

**Reason #7** No training needed. Once you find them, we'll help you train them. We have our workshop classes, our one-of-a-kind Business Manager guide, and our training videos on Yearbook Avenue that will make it simple to get this new person on board.

**Reason #8** There is only so much time in a day and only so many days in a school year. And you and your editor can only do so much. You need someone to pay attention to the business side of things on your yearbook staff.

**Reason #9** You have a family. And a life that is so much more than yearbook. Spend time with your spouse, your kids, your friends, your dog and let someone else do the work.

**Reason #10** OK, we admit, we could only think of nine good ones. But here's one that may not be so good—you need a business manager because we say you do. And we know a lot about yearbooks, business, sales and marketing. Does that work for you? ▲