

MONEY



MAKERS

Start your recruiting now

We know. You read the headline and you said, "What does recruiting have to do with making money?" Our answer is EVERYTHING!

The first step in any project is finding someone to do the project. Someone to assign it to. Someone who will take responsibility for its conception, creation and ultimately its completion. For yearbook money making that person is your Business Manager.

Now we know that we have been encouraging you to find a business manager all year long. And many of you have taken our advice and found someone to take some of the load of yearbook finances off your shoulders. Well good for you! We just want to encourage the rest of you to do the same thing.

And we want to stress something we have not discussed before. **Your yearbook business manager is just as important as your editor to the success of your yearbook program.** There, we said it. I know editors out there may not agree but we firmly believe that you are running the largest business in your school (think about it—who else brings in the kind of money that yearbook does) and you would not think about doing that yearbook without someone to run the production side (the editor) and yet the majority of schools don't have a business manager to run the financial side of the same business. Or if they do have one, it is just sometimes an afterthought.

We propose that you start now to recruit your 2008 business manager. Now, at the same time that you are hopefully finding your editor-in-chief for 2008. We firmly believe that both these positions are key to the success of your yearbook program.

Once you have them both, then it is time to train them and that is where we come in. As soon as you know who your business manager will be for 2008, let us know and we will get them a copy of our Business Manager kit of their very own.



And the next time we are in your classroom, we want to meet that person as well as your future editor. The four of us (adviser, rep, editor and business manager) are the key team in creating and financing your 2008 yearbook. And just like you send your yearbook editors to a summer workshop to be trained, send your business manager as well. We will teach them how to use all the tools at their disposal to make your yearbook a financial success. ▲