



# Jostens Service

The most important thing you get from any yearbook rep is service. Make sure the service you get is the best.

## SERVICE

### For you...it's everything

Let's be honest. When you make a decision to print your yearbook with any yearbook company, the most important thing you are looking for is service.

*Webster's* defines service as "the work or actions performed by one who serves." In the case of your yearbook, that person would be me.

That's what *Webster's* says, but what's important in this context is what do you say? What kind of service are you looking for? Take a few minutes and explore our services for you on these pages. See if we have what you want.

*John Jostensrep*  
Your Jostens Representative



John Jostensrep  
3028 Jostens Road  
P.O. Box 12435  
Your City, ST 12345-6789  
987-654-3210  
john.jostensrep@jostens.com

WHEN IT COMES TO YEARBOOK SERVICE, YOU SHOULD HAVE...

## Great Expectations

When you choose a yearbook company to print your yearbook, you are not just contracting for the printing of your yearbook, you are hiring the yearbook rep (that's me) as a member of your staff. A wise yearbook rep once told me that this job of mine is about being an unpaid member of the faculty at every school I work with. I have always found that to be true.

You see, it is my job to guide you and your yearbook staff down the sometimes rocky road that is yearbook production. To show you the potholes, the dips and the curves that life as a yearbook adviser may throw your way. It is my job to make sure you survive it with the least amount of stress and hassles in your life. I do that with great service.

One of the things I try and do in the schools I work with is to find out the yearbook adviser's expectations for service and then exceed them. It is my goal not to be the yearbook rep you **tell** people you work with but rather to be the yearbook rep you **brag** to people that you work with. I strive to find out what you consider great service and to exceed that standard. To anticipate your needs and wants and make them happen in the best way possible for us both. To help you and your staff achieve the goals you set for your yearbook.

Before you make any decisions about who will print your book next fall, you and I need to have a discussion about what your current level of service is and what your expectations are. **Call me today to set up time we can meet** to talk about ways I can exceed those expectations!

All areas that are covered by yellow boxes (like this one) are areas we will customize for you. Most of it only entails adding your name, address, photo, etc. The only other thing we need is a list of references (see the back page) and two quotes from your current advisers for inside.

We're always here to...

# Help

# Great Yearbook Service Includes All This

There is so much involved in what we believe is GREAT yearbook service that we often break it down into a number of different areas. But before we talk about each individual area, we want to make one very important point about service.



WHAT IF YOU SAW YOUR MECHANIC EVERY DAY?

We bet that

you have someplace you take your car to be serviced on a regular basis. The people you have chosen to service your car are probably very good at what they do. And you probably see them only three or four times a year or every 6,000 miles, whichever comes first.

What if a new mechanic opened up near you, and he promised that for a single payment each year, he would service your car every morning? You might think this was a great idea, but once you signed up for his service, you found that he really didn't know that much

about cars after all. In fact, he really just knew how to sell car services, not service cars. Seeing him every morning didn't help your car; it just made you late getting to work.

It's the same way with yearbook representatives. A rep can promise to see you once a week, once a month or even once a day, but if that person isn't an

expert in yearbook, he will just get in the way of you getting your important work done.

Our service goal is quality, not quantity. We believe that when it comes to service it is more important who does the service than how often it gets done.

A good mechanic is there when you need them. We will be, too.

## Personal Visits

When we work together, we schedule regular visits with a purpose. Nothing is more exasperating to busy yearbook people than for us to



## John's service is outstanding!

"I can't say enough great things about John's service. He is always there when we need him but never in the way. We love his monthly newsletter, the tips he sends us via e-mail as well as the workshops we attend each year. He's truly a marvel!"

JoAnne Smartadviser, Template HS

waste your valuable time.

During my visit to your classroom, I will share my yearbook expertise with you and your staff in a variety of areas. On some occasions, I will have a predetermined agenda that we need to take care of (finalizing your cover, going over book sales, discussing

your budget, helping your kids design theme spreads, etc.) On others, I will be there specifically because you called me and needed help in a particular area. Maybe you need on-site tech support, deadline assistance or staff motivation.

But you will never find me dropping by to get in the way. You have a job to do. So do I. The best service situation lets us both do ours.

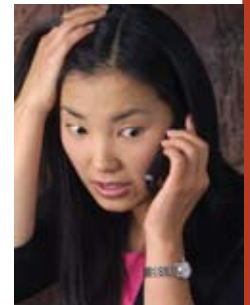
## Deadline Assist

From time to time, you will face that horrid word—deadline. Don't let it scare you, and don't let it stress you out.

One of our service goals is to make sure that deadlines don't

sneak up on you. Another is to make sure that if something does happen that is beyond your control that puts your deadline out of reach we can be there to help work that out as well.

Our expertise in yearbook systems and time management will help us have you ready for your deadlines, avoid unnecessary stress and stay on target. That's what we call a deadline assist!



## We're at your service.

Call us today to arrange a time when we can meet to talk about your yearbook needs. We want to be your yearbook company.

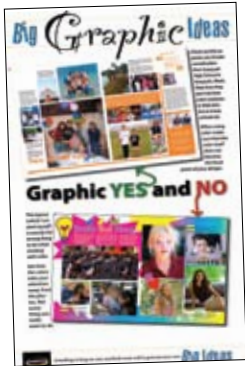
Yearbook expertise  
Design development  
Technology support  
Time management  
Stress relief

John Jostensrep  
3028 Jostens Road • P.O. Box 12345  
Your City, ST 12345-6789

**987 654 3210**

## Design Help

One of the things I most enjoy doing is helping with design. It is one of the fun parts of this job.



So if you or your students are looking for the coolest design ideas, just ask.

Or if you just need another set of eyes to look over a layout you think needs that something extra, I am always ready to help.

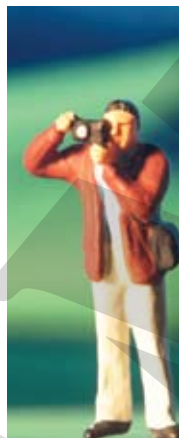
On a monthly basis, I will send you a copy of my newsletter, YourBook, which always has a centerfold poster devoted to design. After you have read the rest of the newsletter, pop out the centerfold and hang it up for all to see. You never know, it might just spark some creativity in the minds of you and your yearbook staff. And that's always a good thing, isn't it?

# How did I get along without John?

“When I look back I am still not sure how we got along before we were working with John. His help has been outstanding, and he got me through my second year with flying colors!”

Robert Intelliteacher, Pica HS

## Photo Know-how



You may not be one, but about 95% of yearbook advisers were not trained in photography. And yet, they are expected

to teach their students how to take great pictures. That, on top of teaching five other classes, grading papers and doing all the

other parts of yearbook that need to be done.

Well, I am the first to admit that I am not Ansel Adams, but my experience in yearbooks has lead me to learn the basics of digital photography. How to take an action shot. How to set the white balance on a camera. How to compose a photo. And I will be happy to pass on what I have learned to you and your staff.

That also means I will be happy to make digital camera recommenda-

tions, show you some cool things to do in Photoshop as well as tell you which memory card to buy for your camera.

That doesn't mean I know it all. It just means that I have resources that I can use to find out the things you need to know to make your photography program work for you.

## Door-to-door Service

You are here. Our plant is there. Somehow your pages have to get from here to there. And I will help.

If you use YearTech Online to create your yearbook, then no problem. Your pages don't have to be sent to the plant; they are already there.

But if you create your yearbook using InDesign, then your pages have to get from here to there. I have that covered, too. I'll either pick up your pages or provide you with pre-paid shipping labels so UPS will grab your pages from your office and whisk them to our door at the plant. It's that easy!



## Call us today.

You know how they say, "Operators are standing by?" Well, we may not be standing by to take your call, but we will call you back immediately.

Deadline planning  
Express shipping  
Photographic know-how  
Caption and copy writing aptitude  
Money management

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## Managing Your Business and Your Money

We've saved one of the most important parts of our servicing job for last—dealing with money.

And yes, it is our job. When we sign an agreement to work together, I will be giving you my promise that the price we agree upon for your yearbook will be the price you will pay. That there will be no surprises at the end of the year. That when you receive your invoice you have the money to pay it.

How do I do this? Two ways. First, I work closely with you and your Yearbook Business Manager

(you do have one, don't you?) to make sure that the income half of the budget is on the right track. I'll want to know if the books are being marketed and sold? Or have advertising sales (if you sell ads) been completed? Have the ads been billed? Is the revenue that we planned on going to be there when the invoice arrives?

Part two of my business management service involves keeping that invoice in check and making sure that you are not overspending the income we have budgeted. On a monthly basis, I will update you on where we are financially. And should

you and the staff decide to change your specifications to improve the book with more color, a better cover or any other cool option, I will be the one who makes sure that the income matches the prospective expense. If it doesn't, and I don't let you know before the money is spent, it's my problem, not yours. That's my promise.

And in addition to keeping track of finances, I promise to bring you some great ideas for raising funds as well. Ways to afford all that cool stuff that kids want in their books or the extras (such as cameras and computers) you need to run your program.



## Jostens SERVICE

### GOING ABOVE & BEYOND

We strive to provide you with service that not only meets but exceeds your expectations. We want it to be the best service you have ever received.

Find out more about our service. We invite you to call any of these yearbook advisers and discuss the job we are doing for them and their yearbook staffs.

Elizabeth Methott	Canyon Park Junior High	425-489-6476
Stephanie Yeazell	Cedar Park Christian	425-488-9778
Marie Wallis	Chinook Middle School	425-456-6300
Sister Sarah	Eastside Catholic HS	425-644-7737
Deene Junker	Forest Ridge HS	206-641-0700
Paula Anderson	Heritage Christian School	425-485-2575
John Hirshell	Highland Middle School	425-456-6400
April Jungkunz	Holy Names Academy	206-323-4212
Shannon Rubin	International Community	425-861-4380
Ellen Jarvinen	Issaquah High School	425-837-6102
Jack Rodney	Issaquah Middle School	425-837-6866
Lovenia Smith	Juanita High School	425-823-7600
Linda Welden	Kenmore JHS	425-402-5289
Benita Soper	Kirkland SDA School	425-822-7554
Keith Myette	Leota Junior High	425-402-5466
Amy Helm	Liberty High School	425-837-4862
Kurt Jacobs	Lopez High School	360-428-2219
Dorothy Maxwell	Maywood Middle School	425-557-6900
Lisa Goodrich	North Junior High	425-402-7670
Nicole Ray	Pine Lake Middle School	425-837-5732
Vladimir Bokov	Puget Sound Adventist	425-822-7554
Dave Ellis	Sequoia Junior High School	253-373-7542
Marion Makin	Skyline High School	425-837-7742
Darrell Anderson	Skyview JHS	425-402-5185
Rachel Gossett	Sultan Middle School	360-793-9850
Emily Birch	Timbercrest JHS	425-806-7023
Robin Mess	Tolt Middle School	425-333-4131
Henry Jostens	Marmoset Middle School	425-888-2648

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**I don't want my schools to be satisfied customers. I want them to be raving fans!**

**For this section we only need a list of your schools who be willing to act as a reference for you and the service you provide. Names, Schools, phone and possibly e-mail addresses.**