



PROFESSIONAL DEVELOPMENT WITH DEBORAH B. FORD

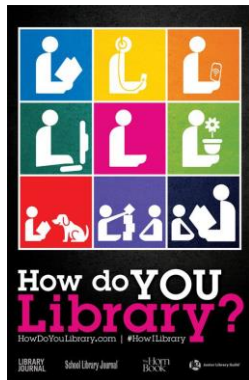
The Power of Marketing

A Keynote by Deborah B. Ford, Director of Library Outreach @ JLG



We all recognize logos, so when your customers see the library logo, what do they think? It's up to you to use the power of marketing to help them see beyond the stereotype.

How Do You Library?



This summer *School Library Journal* ran an initiative, [How Do You Library?](#) No one symbol can truly represent today's libraries, which are hardly the quiet zone warehouses of the past. From maker spaces to technology to group work and collaborative teaching, today's media specialists and librarians have merely added diversity to their job description. Marketing that space and what we do is critical in order to dispel the myth that librarians are shushing, cardigan-wearing, book readers.

Here are four strategies to use the power of marketing to educate your world.

Four Strategies

1. Use your elevator speech
2. Develop everyday advocacy
3. Utilize your presentation skills
4. Be positive

Strategy 1: Use Your Elevator Speech

- Keep it jargon free
- Share relevant info
- Be enthusiastic
- Present a positive request

Sample Speech:

I'm Deborah Ford. I'm a library coach. I travel across the country to work with school and public libraries, providing professional development and support. Since the digital age has diversified our jobs, it's more important than ever for students to have access to correct information and strong programming to guide them in their options. Today's libraries are an amazing hub of activity. And we hardly ever shush.

Here's my card. Feel free to contact me any time.

Use Your Elevator Speech

- Every time you introduce yourself
- Use it out in the world
- Follow up when possible

[ALA Everyday Advocacy Elevator Speech Page](#)**Strategy 2: Everyday Advocacy**

- Embrace social media
- Utilize volunteers
- Provide a diversity of materials
- Think like a business

Embrace Social Media

- Use more than one type
- Schedule your posts
- Develop a following
- Connect accounts

Embrace Social Media

- Twitter
- Facebook
- Pinterest
- Instagram
- Good Reads
- Tumblr
- Vine
- You Tube

I write JLG Booktalks to Go for School Library Journal Extra Helping. Sign up for the free newsletter. Then I use social media to promote it.

[JLG Booktalks to Go](#)

[Twitter](#)

[JLG @ Pinterest](#)

[Facebook](#)

[LiveBinders.com](#)

[JLG You Tube Channel](#) (playlists: author/illustrator readings, videos, and book trailers)

All resources can be found at

<http://bit.ly/webresourcesforteachers>

Deborah B. Ford, MLIS
Director of Library Outreach
[Junior Library Guild](#)
7858 Industrial Parkway
Plain City, OH 43064
O-614-733-7268
O-800-325-9558 x7951
F-800-827-3080
Follow me on [Twitter](#) [Pinterest](#) [LiveBinders](#)
JLG @ [Facebook](#)



Take-Aways

- Bookmarkers
- Business cards
- Flyers
- Email signature

Branding

Definition: The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products

Utilize Your Volunteers

- Frees you to do “your thing”
- Creates ownership
- Enlists PR team
- Develops advocacy

Volunteer Ideas

- Folders for each person
- Survey to assist in best matching of volunteer skill and interest
- Sign in table
- Yoga ball and other treats to encourage student volunteers
- Adopt a shelf, starting best kept shelves
- Notes to volunteers at work stations
- Self check out

Create Great First Impressions

- Greet everyone
- Eliminate the “I”

- Be proactive
- Pull books to the edge of the shelf
- Think like a business

Red Carpet Treatment

- Elite Club
- Welcome signs
- Honor classes
- Learn their Names
- Maintain customer wish list

Provide a Diversity of Materials

- Print
- Large print
- Audio
- Video
- Digital

Provide Assistance

- Rules vs. Procedures
- Signage
- Screencasts
- Take-aways

Classroom Management: Harry Wong. *First Days of School*. (chapters B and C) 2009

Adapt Worldly Marketing

- Advertise free services
- Look outside education pins
- Read your junk mail
- Think outside the box

Everyday Advocacy Resources

[ALA Public Awareness Tools](#)

[ALSC Everyday Advocacy Initiative](#)

JLG Pinterest board on Advocacy

Strategy 3: Utilize Your Presentation Skills

How you deliver a message is just as important as the message itself.

Improve Your Presentation Skills

- Be prepared
- Practice
- Proofread

- Anticipate problems
- Use graphs, charts, and statistics
- Know your audience
- Involve your audience
- Know your content
- Speak from your heart

Utilize Your Presentation Skills

- Get out there
- Giveaways
- Social/School functions
- Print or in person

Market Yourself: Wear your library or book t-shirts when you attend school events.

Strategy 4: Be Positive

If Plan A didn't work out, don't worry. There are 25 more letters.

Be Positive

- Advertise what you have
- Praise those who get it right
- Celebrate your volunteers
- Highlight something good every day

The Power of Marketing

- Elevator speech
- Enlist every day advocacy
- Embrace your best presentation skills
 - Exude positivity

The Secret?

It's up to you. If you don't tell them, they may never know. And in reality, your message gets out regardless. Make it the best message you can.

To Do List

- Choose two things and do them this week
- Send me a note
 - dford@juniorlibraryguild.com
- Tell a local colleague

Change the stereotype: The digital world hasn't replaced us; it's merely diversified what we do.



About the presenter:

Deborah B. Ford, JLG's Director of Library Outreach, is an award-winning library media specialist and international speaker with almost thirty years of experience as a classroom teacher and librarian in K–12 schools. She is the former District Resource Librarian for San Diego Unified School District, which serves over 180 schools. Traveling across North America, she does workshops, library coaching, and professional development for school and public libraries. She writes a weekly column for *School Library Journal* in Extra Helping, JLG's Booktalks to Go. She also maintains an award-winning

coordinating online resource at LiveBinders.com. Contact her at dford@juniorlibraryguild.com. For more information about Junior Library Guild, contact sales@juniorlibraryguild.com