Hand-Selling Library Programs

Presented by: Anna Ward, Wake County Public Libraries
Overview

- What is hand-selling library programs?
- Why should my library implement hand-selling?
- Best Practices
What is hand-selling?

Combining sales and marketing techniques to elevate the patron library experience.
Why should I hand-sell library programs?

- Increase attendance
- Engage library staff
3rd-5th Adventures
Attendance July 2017

- Kitchen Science: 108
- Ultraviolet Light: 42
Super Special Attendance

Mad Scientist Academy
March 5, 2018

Science Extravaganza
February 25, 2017
Hand-Selling Flyers

**ADVENTURES**
Twice a month @ 4:30 p.m.
January 2019
Registration Required

**January 2**
**Spy School: Secret Service**
Your mission, should you choose to accept it, is to become a Secret Service agent!

**January 9**
**Create Outside the Lines**
What kind of art will we create? Check back soon!

**January 16**
**Who Was? Party**
Explore these unique biographies as we dive into the past, present, and future with inventors, presidents, and even a race horse!

**January 23**
**Dare to Discover**
What will we all cover this week? Check back soon!

**January 30**
**Geronimo Stilton Party**
Come for a totally cheese-tastic clue hunting and code breaking time.

Northeast Regional Library, 1461 Green St. North, Raleigh, NC
919-507-7150

WCPUL Kids
Wake County Public Libraries
1461 Green St., Raleigh, NC
919-507-7150

facebook twitter instagram
Hand-Selling Flyers
What's In A Blurb?

Concise and compelling blurbs sum up what your event is, who is involved and why the event is worth their time while conveying that if they don’t come they are missing out on a great opportunity!
Common Blurb Mistakes

1. They are too long! 1-2 sentences MAX before the reader checks out.
2. They show no voice. This is where they decide whether your program is fun or interesting.
3. They lack keywords. People skim & certain words pop and others get ignored. Use this to your advantage.
The title: Poetry
Description: Read and learn about poetry, write your own, and illustrate it!

Title: 3D Sculptures
Description: Read and learn about poetry and then illustrate it by creating 3D sculptures with magic noodles!
Hand-Selling

Upselling

Coming in January 2018!

Young Child

School Age

Teen of the Library

Adult Programs

Wake County Public Libraries
Telephone Renewals 919.212.7930
www.WakeGov.com
Hand-Selling
Hand Selling Displays
Hand Selling Displays
Hand-Selling

Staff Engagement
THE TRUE STORY OF THE 3 LITTLE PIGS!

AS TOLD TO JON SCIESZKA
ILLUSTRATED BY LANE SMITH

Cross-Selling

Hand-Selling
Feeling tired?
Hand-Selling Works!
Questions?