



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

208

Science
Extravaganza
February 25, 2017

90



Hand-Selling

Flyers

3RD-5TH

ADVENTURES
Tuesdays @ 4:30 p.m.
January 2018
Registration Required

READ

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

CREATE

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

EXPLORE

Tuesday, 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!


DISCOVER





Tuesday, January 23
Dare to Discover
What will we discover this week? Check back soon!

READ

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

Northeast Regional Library, 14401 Green Elm Ln, Raleigh, NC
(919) 570-7166

WAKE COUNTY
NORTH CAROLINA

kids wake county public libraries
wakegov.com/libraries
wcplonline   



Hand-Selling

Flyers



What's In A Blurb?

Hand-
Selling

Flyers



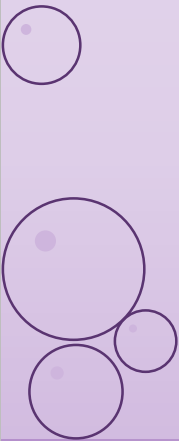
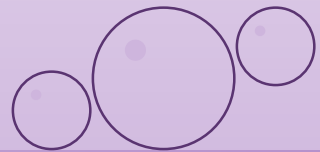
*Concise and compelling blurbs
sum up what your event is,
who is involved and why the
event is worth their time while
conveying that if they don't
come they are missing out on
a great opportunity!*



Hand-Selling

Flyers

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.*
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Hand-Selling

Flyers

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!

Upselling

Hand-Selling



Telephone Renewals 919.212.7930
www.WakeGov.com

Coming in January 2018!

Young Child
Storytimes resume on January 2, 2018

Baby Storytime
Tuesdays and Thursdays at 11:30 a.m.
Babies and their caregivers are invited to participate in a 20 minute lap sit program that incorporates age appropriate books, music, rhymes, and movement.

Toddler Storytime
Tuesdays, Wednesdays and Thursdays at 9:30 a.m.
Toddlers and their caregivers are invited to participate in a 25 minute interactive program that incorporates age appropriate books, rhymes, and movement.

School Storytime
Tuesdays and Thursdays at 10:30 a.m.
Children ages 3-5 and their caregivers are invited to participate in a 30 minute interactive program that incorporates age appropriate books, songs, and movement to nurture pre-reading skills.

Family Storytime
Saturdays at 10:30 a.m.
Young children and their families are invited to participate in an interactive program that incorporates age appropriate books, songs, and movement to nurture pre-reading skills.

Teens at the Library
Grades 6-10
Thursdays at 6:30 p.m.

Jan. 4 - Sharpie Marker Mugs
Join us to create your own sharpie marker mug. You will make the design & enjoy some hot chocolate, too!

Jan. 11 - Duct Tape Galore
Join us as we make some fun creations using only duct tape.

Jan. 18 - PJ's and Cartoons
Who says PJ's and cartoons are just for the weekend? Come join us as we relax, enjoy some cereal and enjoy some old school cartoons.

Jan. 25 - Life Size Candyland
You played the game as a kid, now be a part of a bigger and better game! Make your way around the board, but try to stay away from the Moaias Swamp!

School Age
K-2nd Adventures
Thursdays at 4:30 p.m.
Registration required

Jan. 4 - Pete the Cat Party!
Put on your groovy buttons and your rockin' school shoes and join us at the library for a Pete the Cat Party!

Jan. 11 - Pet Rocks
Make your own pet rock, the only pet that makes no messes, causes no allergies and takes no effort to care for. Just plain fun!

Jan. 18 - Polar Bears
What is white and fluffy and lives in the Arctic? Why, it's a polar bear, of course! We will discover interesting facts about our friends in the north.

Jan. 25 - Airplanes
Explore the world of aerodynamics as we create for airplanes.

3rd-5th Adventures
Tuesdays at 4:30 p.m.
Registration required

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

Jan. 9 - CREATE OUTSIDE THE LINE
What kind of art will we create? Check, but not too much!

Jan. 16 - Who Was? Party
Explore these unique biographies as we past, present, and future with inventors.

Jan. 23 - DARE TO DISCOVER
What will we discover this week? Check, but not too much!

Jan. 30 - Geronimo Stilton
Come for a totally cheese-tastic club breaking time.

K-5th Super Special:
Library Luau
Sunday, January 7 at 2:30 pm
Celebrate Disney's princess Moana with a Hawaiian Luau at the library! Be prepared to play games, make tiki masks, and more! Costumes are encouraged.
Registration required.

For a complete listing of events or to register for a program, please visit our events page at www.wakegov.com/libraries/events.



Hand-Selling

Upselling



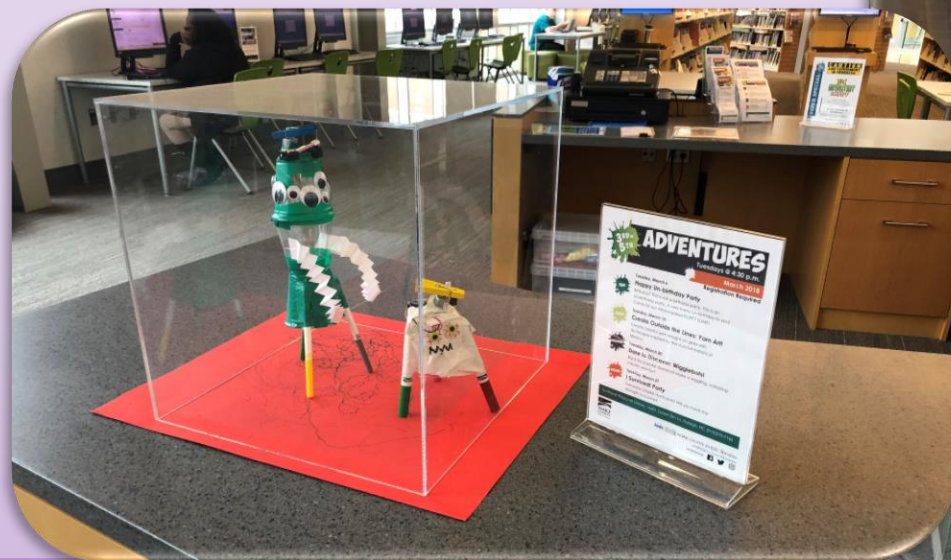
Hand Selling

Displays



Hand Selling

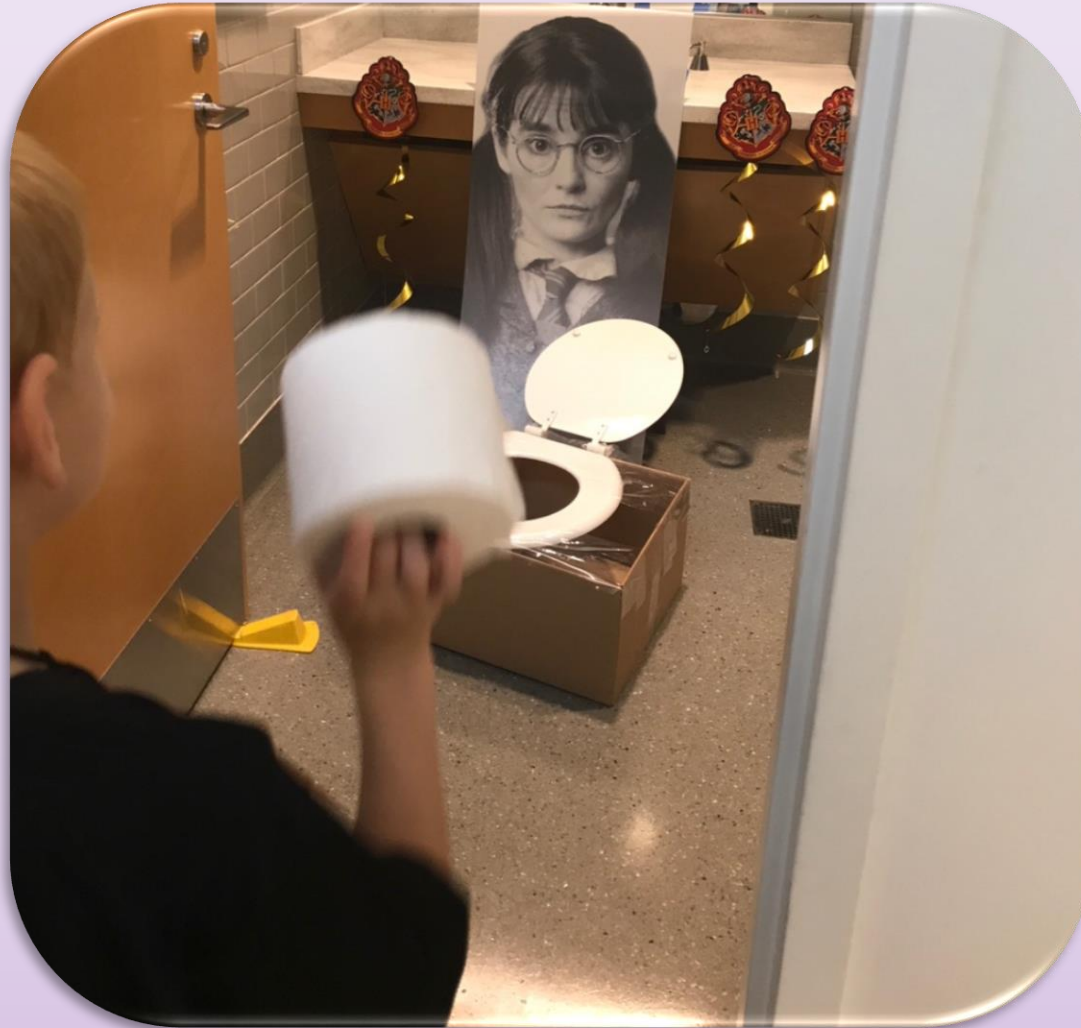
Displays



Hand-Selling

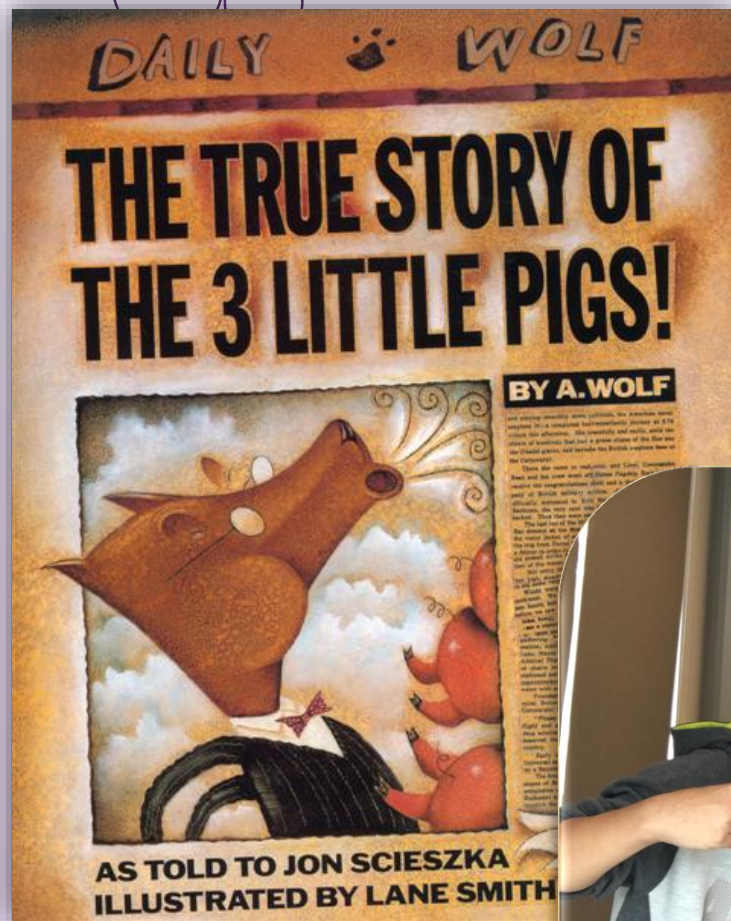
Staff
Engagement





**Cross-
Selling**

**Hand-
Selling**



Cross-Selling

Hand-Selling

Cross-
Selling

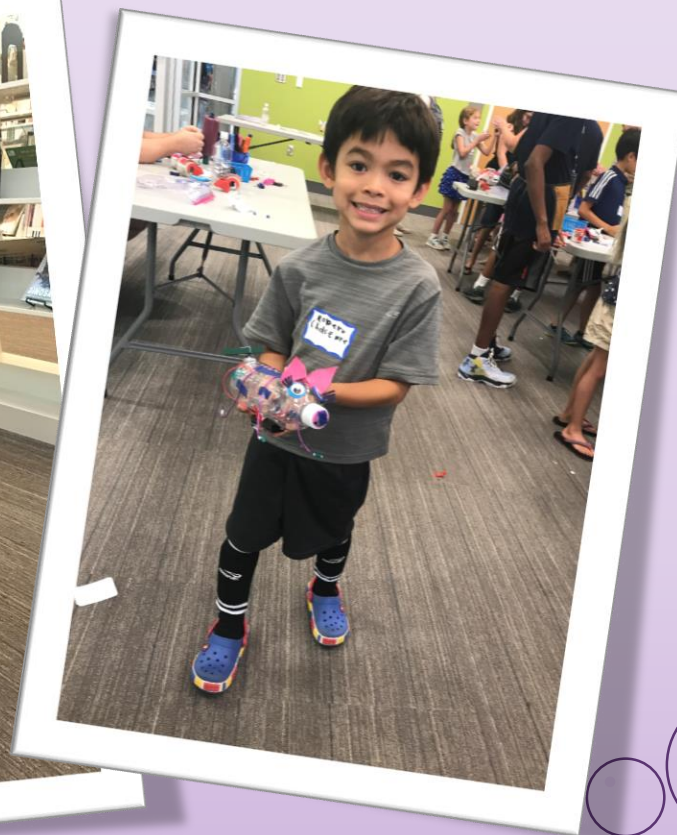
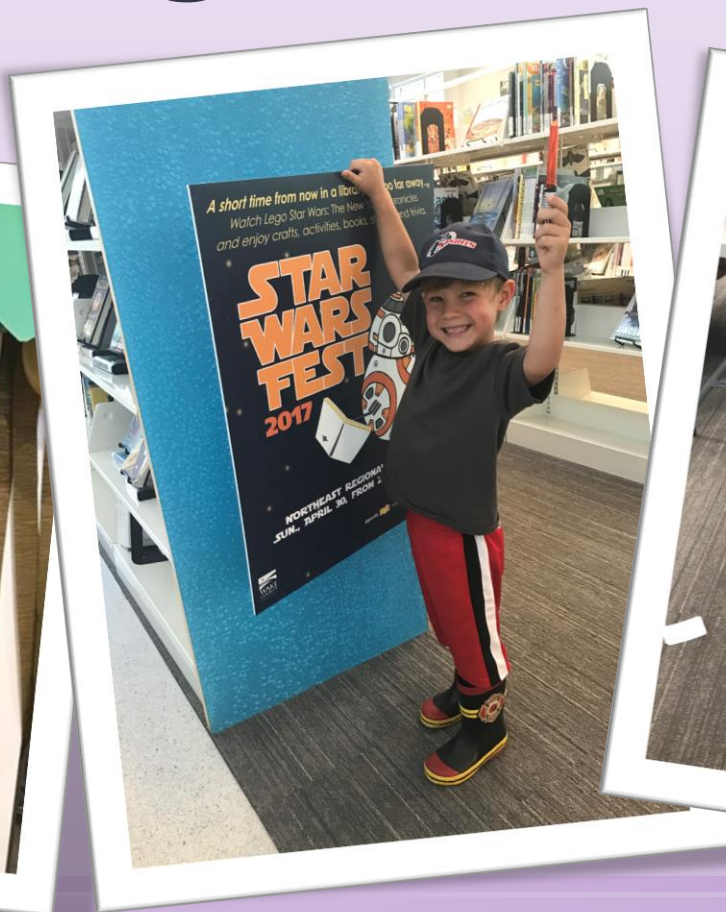
Hand-
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Feeling tired?

Hand-Selling Works!





Questions?