

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

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

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

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!

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

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.org   



Hand-Selling

Flyers



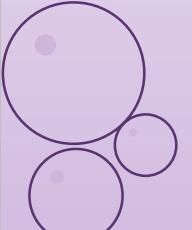
What's In A Blurb?



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.

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 nuudles!

Hand-Selling

Upselling



Hand-Selling

Upselling



Hand Selling

Displays



Hand Selling

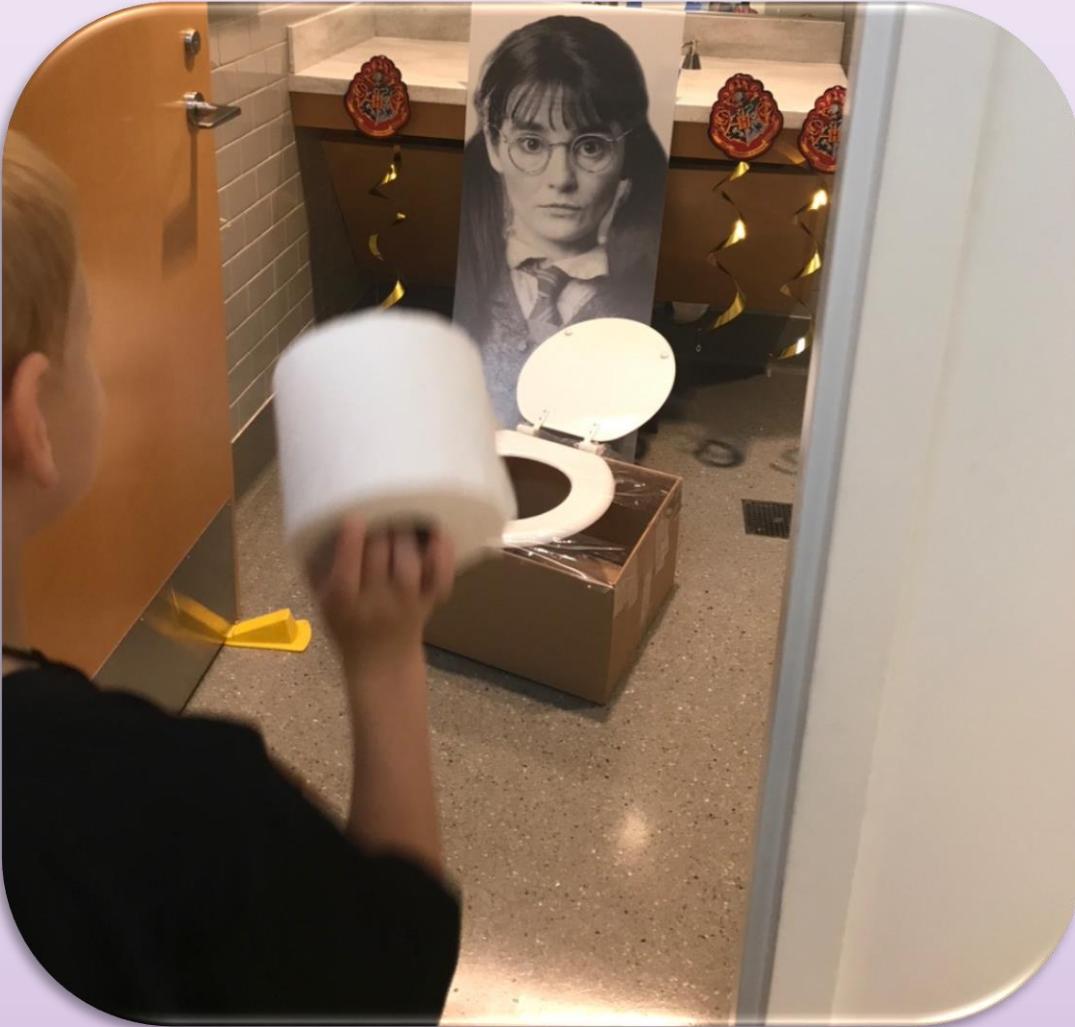
Displays



Hand-Selling

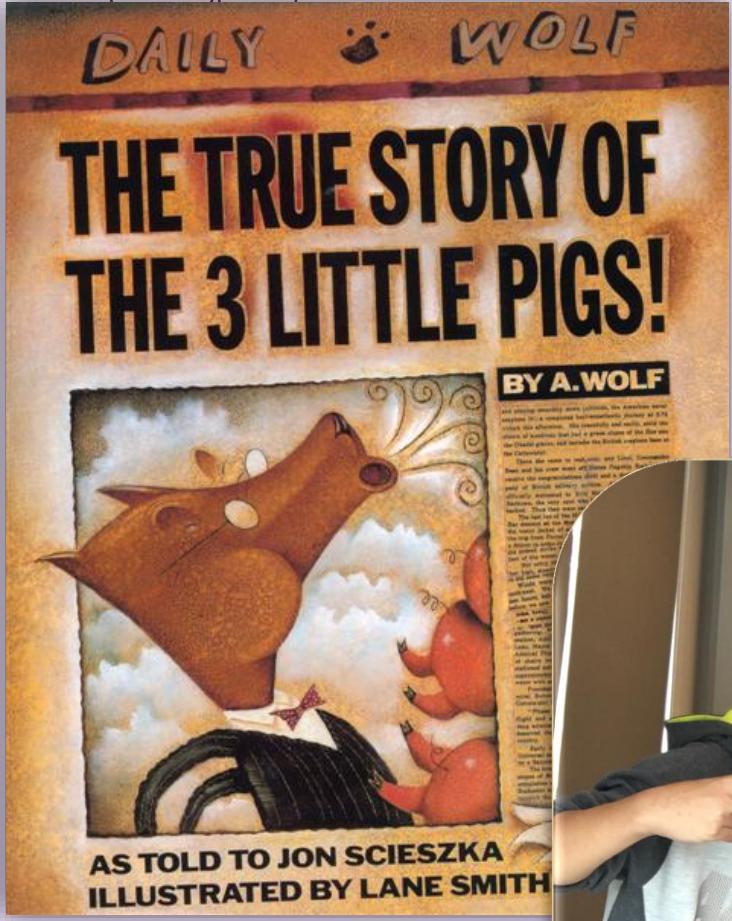
Staff Engagement





Cross-Selling

Hand-Selling



Cross-Selling

Hand-Selling



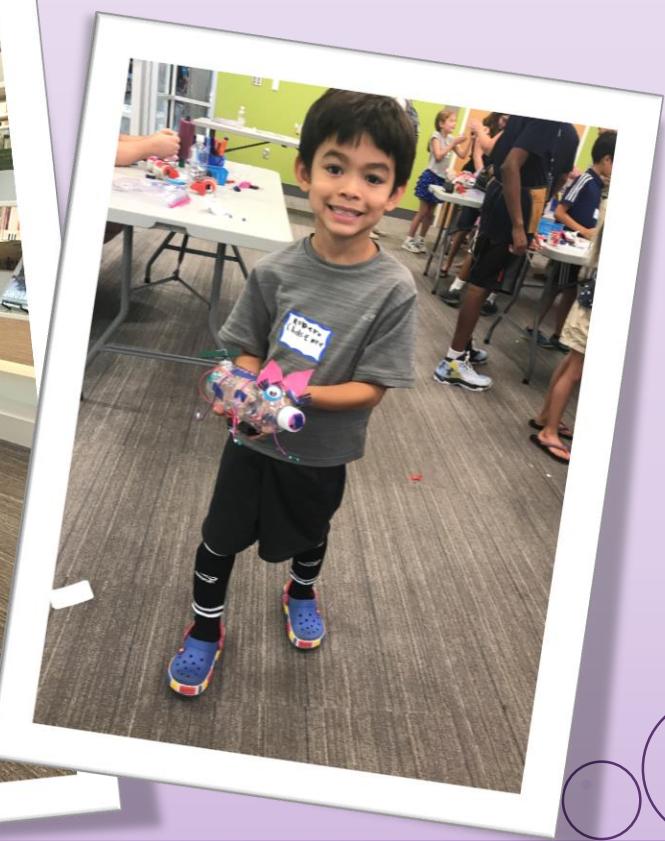
Cross-Selling

Hand-Selling



Feeling tired?

Hand-Selling Works!





Questions?