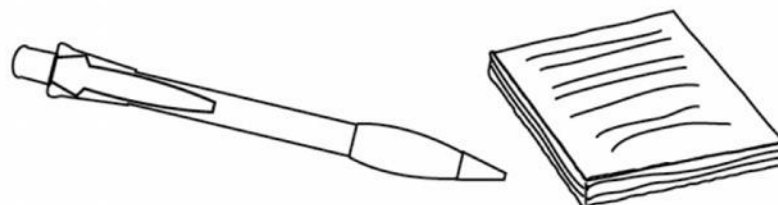
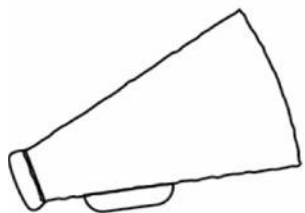


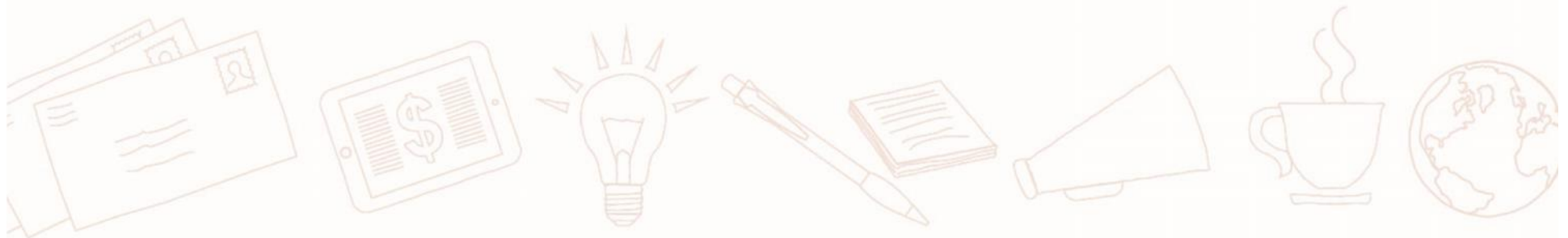
R-E-S-P-E-C-T: Effectively Communicating Info Pro Value

Mary Ellen Bates
BatesInfo.com

2015 QPLA Conference
20 October 2015



**It's our job to communicate
our value,
not others' job to figure it
out.**



**For every \$1 invested in libraries,
the return to the community is**

\$5.43

\$4.24

\$3.56

\$2.90

\$2.30



What is valued?

Supporting childhood learning

Supporting lifelong learning

Access to tech training, Internet access

Resource sharing

Specialised / unique collections

Enhanced quality of life



What is valued?

Do you track examples of your library's impact?

What changed as a result of your library's services?



What is valued?

Do you know your Council's
strategic goals for 2015?

Are you **visibly contributing** to
those goals?



Ipswich Council 2015-16 priorities

- ✓ **Strong diverse economy**
- ✓ **Natural environment**
- ✓ **Integrated transport**
- ✓ **Infrastructure & services**
- ✓ **Growth management**
- ✓ **Community spirit & wellbeing**
- ✓ **Strong ethical government**



STRONG AND DIVERSE ECONOMY

We want to make sure that Ipswich supports a dynamic and resilient urban and rural economy where education, learning and innovation create a diversified economic base.

SDE Goal 1 – Major Employment Generator

Encourage economic development within the City to generate major employment and a high level of employment self-containment.

SDE Strategy 1.1 – Enhance Enterprise Precincts

Protect, expand and establish major enterprise precincts.

SDE Strategy 1.2 – Government and Industry Employment

Expand government and industry employment opportunities in Ipswich.

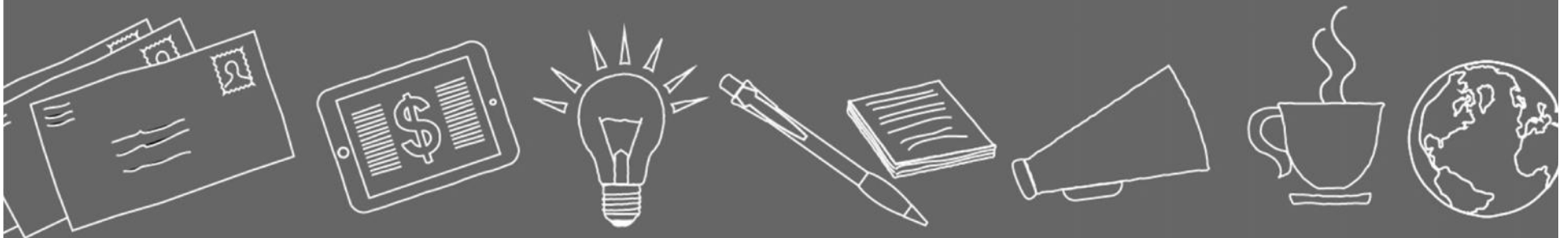
SDE Strategy 1.3 – Access to Information

Develop and facilitate programs to expand the information available to, and support the capacity and sustainability of, businesses.

SDE Strategy 1.4 – Access to Advanced Technology

Provide access to the latest technologies and infrastructure that will improve the competitiveness of local businesses.

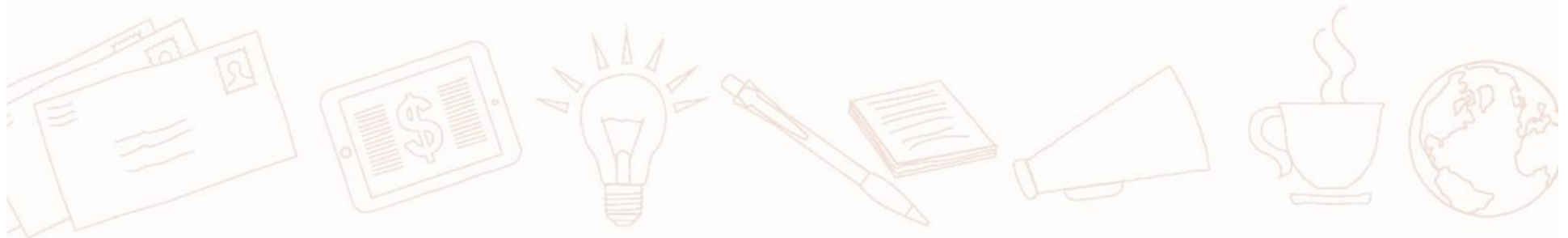
Finding the dog whistle



Finding the dog whistle

‘Libraries are great and they offer great ROI’

‘Libraries address Council’s 5 key priorities for 2015’



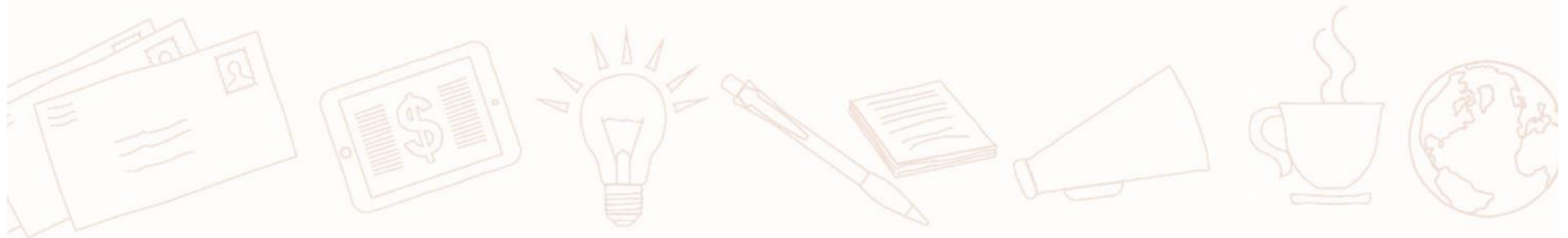
When you describe yourself...

Is it a **WHAT** or **HOW**?

or is it a **WHY**?

‘We provide premium databases’ or

‘We enable local businesses to thrive’



HOW or WHY?

‘We provide research services’ or

‘We help Council staff make better decisions’

‘Librarians are info experts’ or

‘We provide early childhood literacy programs’



Use info companies' tools!

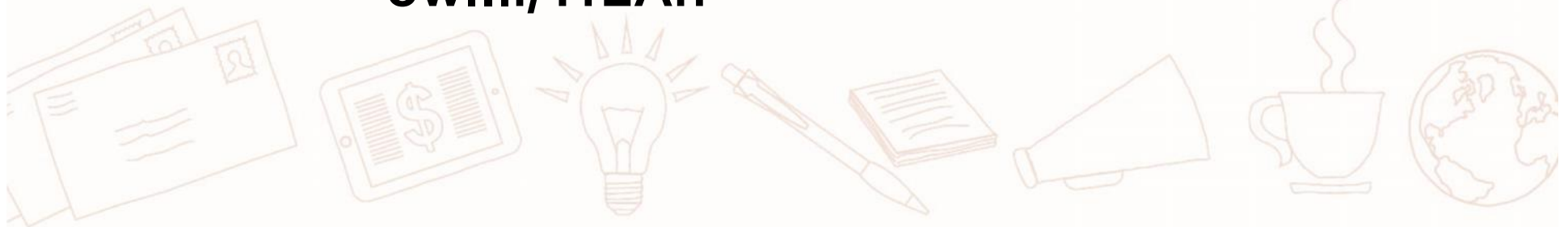
See how info companies describe
their value... their WHY

ProQuest: marketing tools

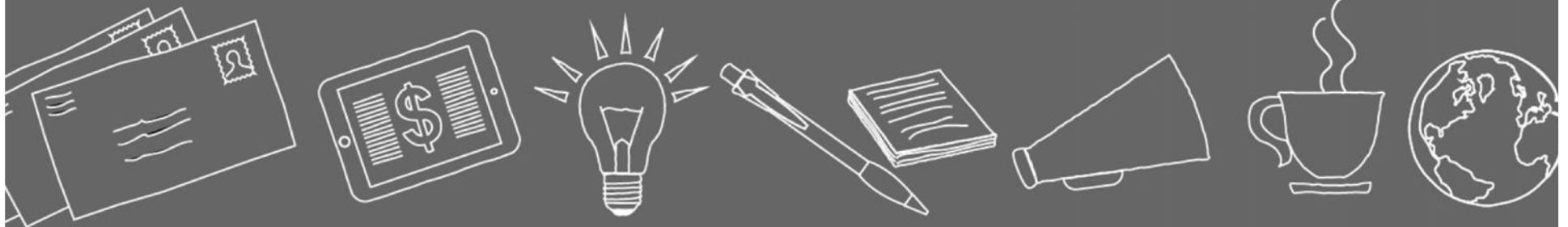
owl.li/TfAro

EBSCO's libraryAWARE program

owl.li/TfEAh



Elevator ~~Speeches~~



Die, elevator speeches, die!



Elevator ping-pong

A 3-second hook

AED (defib) salesperson: *I sell human jumper cables*

Info pro: *I find what Google can't find*

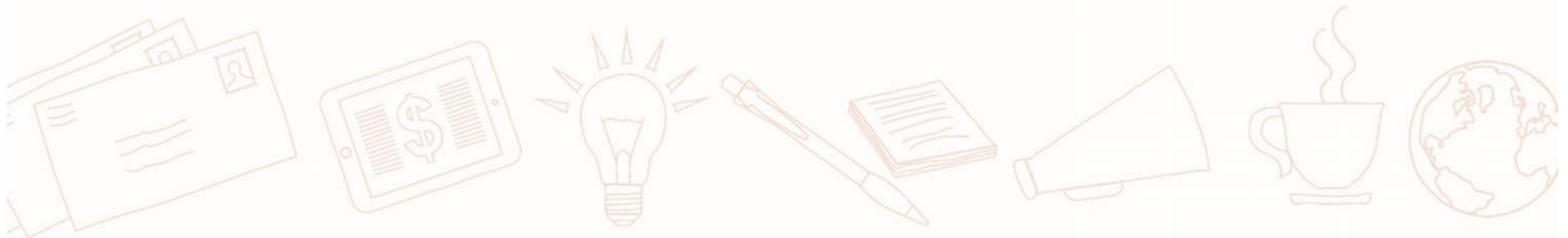


Elevator ping-pong

A 3-second hook

Info pro: *I'm the one who squeezes the library into your smartphone*

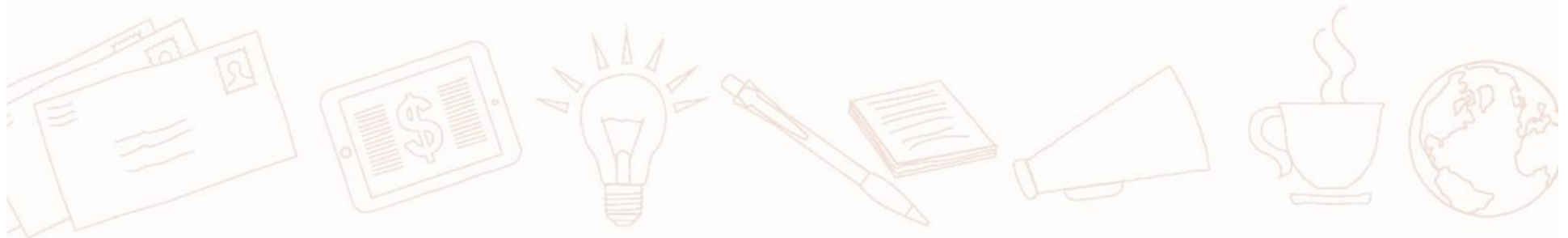
Info pro: *I help people get better jobs*



Fill in the Q&A blanks...

You know how {describe pain point,
in one breath}?

Well, I {describe what your clients
get, in one breath}



Q&A example

You know what it's like to walk into a key donor's office and get blindsided?

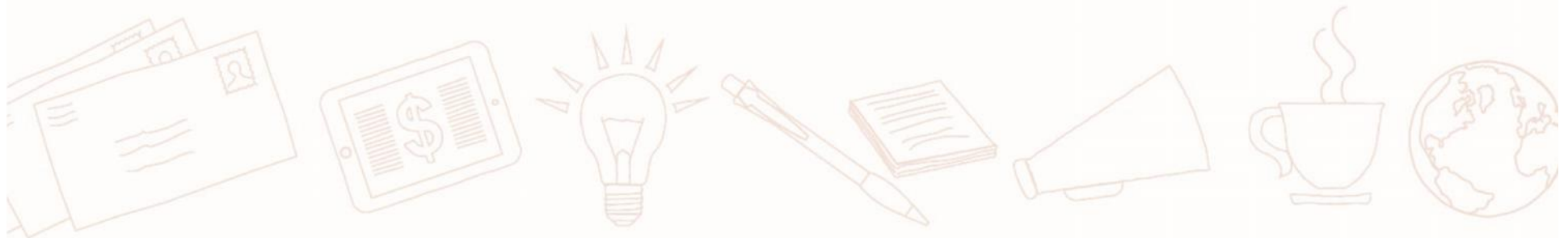
Well, I can brief you the morning of the appointment with the latest on your donor.



Q&A example

Do you wonder whether you are missing key research?

Well, we have _____

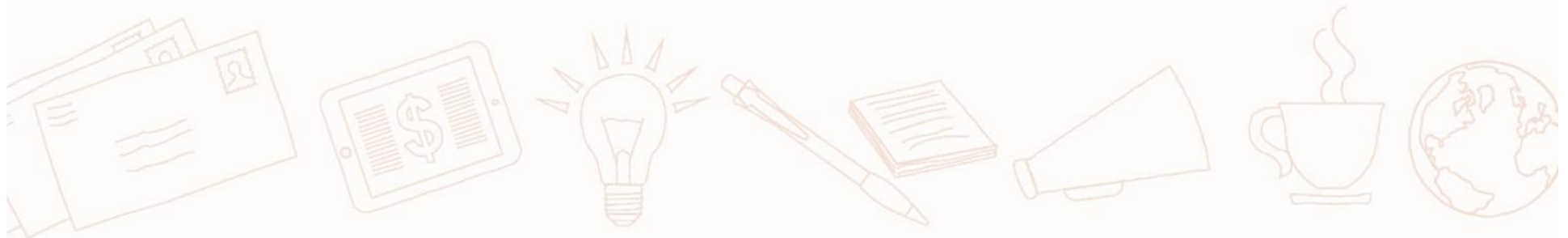


Tell a 3-sentence story

The situation

What your client got

What happened for your client



Tell a 3-sentence story

1. Describe the situation

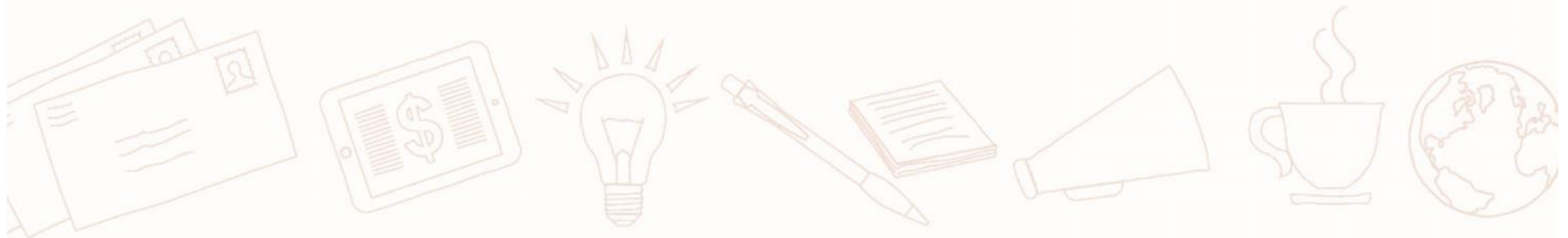
Council's priority is to have a technologically advanced community.



Tell a 3-sentence story

2. What does your client get from you?

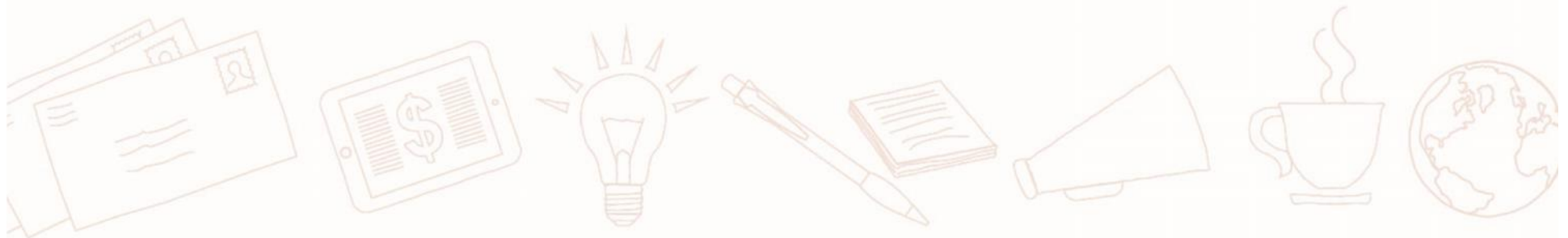
45 students learned how to create mobile phone apps through a library workshop



Tell a 3-sentence story

3. What does your client do as a result?

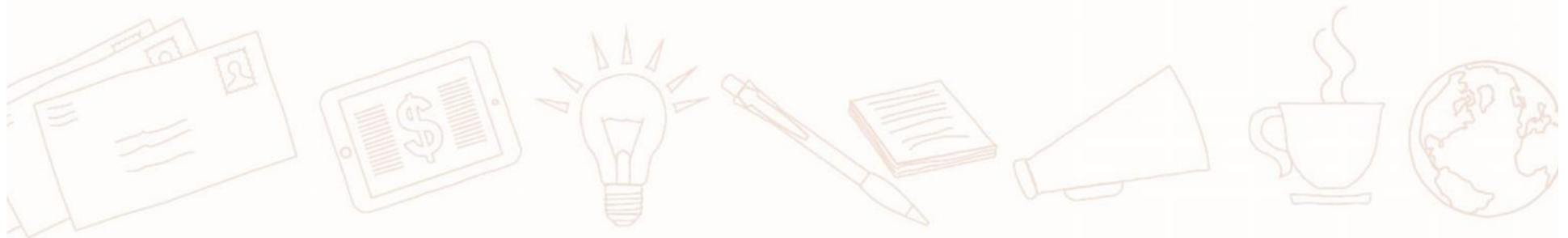
Five students are creating an app to help residents use renewable energy.



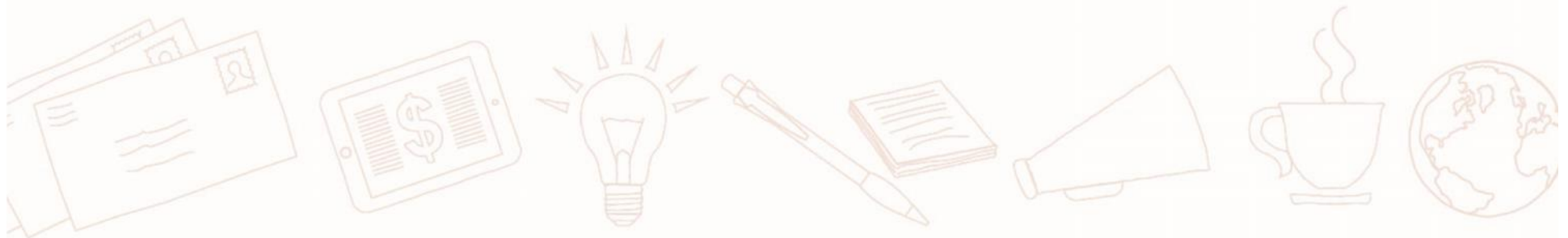
Our message:

**Libraries enable you to accomplish
your goals**

Librarians are strategic assets



**Libraries offer tremendous
value,
and it's our job to
communicate our value.**



Mary Ellen Bates

mbates@BatesInfo.com

Web: BatesInfo.com

Twitter: @mebs

LinkedIn: maryellenbates

