

Once Upon an Adventure

Practical Tips for Gathering Stories to Promote Your Library

Four-part structure of a good marketing story

1. Characters
2. Complication
3. Turning Point
4. Resolution

The Chicken Test

1. Does my audience care about the chickens?
2. Can my audience see themselves as the chickens?
3. Are the chickens crossing the road now, or are they about to?
4. Does anyone care if the chickens crossed the road five years ago?
5. Why does it matter if the chickens are crossing the road?

Two Types of Powerful Library Stories

1. Patron as hero: allows reader/viewer to imagine themselves in that role.
2. Story of self: builds trust and credibility.

Interview tips

1. Build connection.
2. Be prepared.
3. Listen.
4. "Anything else you wish to add?"

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