

Marketing from Any Seat in the Library – One-Liner

Creating a One-Liner – An “elevator pitch” you can use to invite your patrons into a beautiful story

Three parts:

- 1. The problem
- 2. The solution
- 3. The result

- 1. What’s the problem or pain point most of your patrons face?
Example: Most parents have a hard time finding things for their kids to do during the summer that won’t break the bank.

- 2. Talk about how you can help your customer solve the problem you just identified.
Example: At Peace Library, we’ve created a summer full of free, fun, engaging events and activities that kids will love.

- 3. Now, show them what the future looks like when they are successful. How will your patron feel after you solve their problem?
Example: When you bring your kids to Peace Library this summer, they will have a blast, and you can save money for other things you and your family need.

Memorize your one-liner. Have your team and the library staff memorize it. When everyone uses the same one-liner to communicate, you’ve turned the staff into a salesforce.