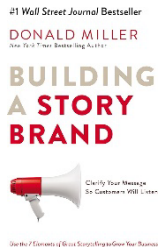


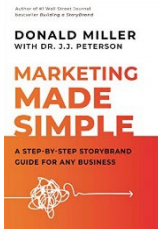
Marketing from Any Seat in the Library – Reading List



Building a Storybrand: Clarify Your Message So Customers Will Listen

by Donald Miller

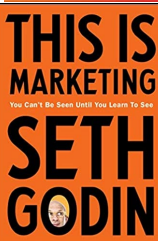
Offers businesspeople at all levels a new method for connecting with their customers through the seven universal elements of powerful stories explaining how to simplify a brand's message for ease of understanding on websites, in brochures, and on social media.



Marketing Made Simple: A Step-by-Step Storybrand Guide for Any Business

by Donald Miller and Dr. J.J. Peterson

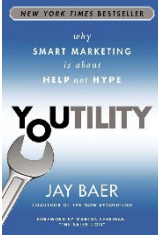
The CEO of StoryBrand provides marketing professionals with a five-part checklist that will help them develop, strengthen, and communicate their brand's story to prospective customers, explaining who they are and the value they will add to their lives.



This is Marketing

by Seth Godin

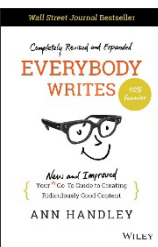
The author of Tribes argues that real marketing isn't about racking up clicks and tweets; it's about connection, empathy, and making a difference.



Youtility: Why Smart Marketing is About Help Not Hype

by Jay Baer

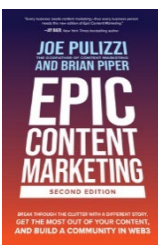
Outlines a marketing strategy designed to overcome information overload and foster customer loyalty by providing genuinely useful products and services. Explains the importance of helpfulness as a productive alternative in markets where self-serve practices render gimmick-style marketing obsolete.



Everybody Writes: Your New and Improved Go-to Guide to Creating Ridiculously Good Content

by Ann Handley

A hands-on blueprint for reliably creating page-turning content (without pulling out your hair). With practical, how-to advice designed to get results, this new edition features updated examples and developments and a brand-new chapter on newsletters. You'll find the strategies, techniques, tips, and tools needed to refine and upgrade your content marketing chops.



Epic Content Marketing: Break Through the Clutter with a Different Story, Get the Most Out of Your Content, and Build a Community in Web3

by Joe Pulizzi

From the "godfather of content marketing," this completely revised and expanded edition brings marketers up to date on the newest content marketing methods and tools, including Web3. When Epic Content Marketing was first published eight years ago, content marketing was starting to pick up speed in the marketing world. This approach, which includes everything from blogging to YouTube videos to social media, is the core of today's marketing plans.

Marketing from Any Seat in the Library – Bonuses

Join the free Library Marketing Book Club

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Send me an invitation at www.linkedin.com/in/chrisboivin

Watch Donald Miller's Five-Minute Marketing Makeover

Get free access to this quick Storybrand approach to making a website that works at www.5minutemarketingmakeover.com

Listen to the Marketing Made Simple podcast

On Apple Podcasts, Spotify, or your favorite podcatcher

Download the free Sales Funnel Plan

Visit www.marketingmadesimple.com

Get Ann Handley's TOTAL ANNARCHY newsletter

Visit www.annhandley.com

Watch or listen to the This Old Marketing podcast

Watch on Youtube, LinkedIn, or listen on your favorite podcatcher