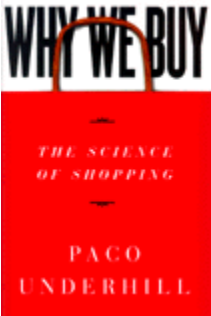


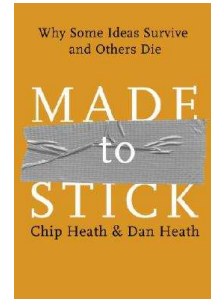
# *Low-budget, low-stress marketing resources*



## Books of interest

Underhill, Paco. *Why we buy: the science of shopping*. New York: Simon & Schuster, 1999

Heath, Chip and Dan Heath. *Made to stick: why some ideas survive and others die*. New York: Random House, 2007



## Web Sites Of Interest

*Change on the Cheap: Big Payoffs from Modest Investments* – a December 2006 presentation by Marylaine Block, [marylaine.com/cheap.html](http://marylaine.com/cheap.html)

*Design for Non-designers* – an introduction to the basics of effective design (which you can use to create good marketing materials), [www.rit.edu/~ntiditc/V1B.pdf](http://www.rit.edu/~ntiditc/V1B.pdf)

*Eleven Principles for Creating Great Community Places* – an interesting article about how to create attractive and functional spaces for public use, [www.pps.org/info/placemakingtools/casesforplaces/11steps](http://www.pps.org/info/placemakingtools/casesforplaces/11steps)

*How to Lose Customers in Ten Simple Steps* – cautionary words of wisdom, [thebrandbuilder.blogspot.com/2006/11/how-to-lose-customers-in-ten-simple.html](http://thebrandbuilder.blogspot.com/2006/11/how-to-lose-customers-in-ten-simple.html)

*Library Success* – a great “best practices” web site where you can find out what other libraries are doing (and steal their ideas!), [www.libsuccess.org](http://www.libsuccess.org)

*Library Marketing – Thinking Outside The Book* – “resources, readings, news and ideas for librarians who seek outside-the-book marketing innovations for their libraries,” [librarymarketing.blogspot.com](http://librarymarketing.blogspot.com)

*Valuing Your Library* – examples, resources and worksheets for how to calculate and spread the word about your library’s value to your community, courtesy of HRLC, [www.hrlc.org/funding/valuinglibs.htm](http://www.hrlc.org/funding/valuinglibs.htm)

*Why Employees Resist Marketing: What To Do About It* – stresses the importance of getting employees to “buy into” your marketing efforts, [qualityservicemarketing.blogs.com/quality\\_service\\_marketing/2006/11/why\\_employees\\_r\\_1.html](http://qualityservicemarketing.blogs.com/quality_service_marketing/2006/11/why_employees_r_1.html)

*Word of Mouth Marketing Workshop - materials and exercises from a word-of-mouth marketing workshop done by Infopeople*, [www.infopeople.org/training/past/2006/word-of-mouth](http://www.infopeople.org/training/past/2006/word-of-mouth)

Presented by Mary Martin at HRLC’s  
Prizewinning PR workshop, March 27, 2007.  
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