Taking Care of Business in the 21st Century

A new service model for entrepreneurs (or whatever)

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In the beginning, there was a directive...

- Top to bottom direction (i.e. Board idea)
- Logo & soft opening, but no actual plan
  - Also, no money.
  - But a lot of pressure.
- Bottom to top revolution!

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Creating a new service model

1. Critically evaluating our resources and strengths in comparison to existing services.
   a. Where do we fit in?
   b. Is there a niche opportunity?
   c. What is the community need?

2. Understanding our value.
   a. Value proposition & golden circle.
   b. Core of your organization.

3. Creating a workable service model.
   a. Business Model Canvas
Value Proposition Canvas

Product

Benefits

What does it feel like to use your product?

Features

How does your product work?

Experience

Customer

Wants

What are the emotional drivers of purchasing?

Fears

What are the hidden needs?

Needs

What are the rational drivers of purchasing?

Substitutes

What do people currently do instead?

Company:
Product:
Ideal customer:

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Value Proposition

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Business Model Canvas

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Activity

Take a look at the Business Model Canvas and Value Proposition Model and focus on the “Customer Segments”. Identify one key customer segment that you currently serve, or are hoping to serve, and the value that you provide for them. Share with a partner.

Five minutes.
Creating your brand

- Make sure your voice is heard.
- Professionalism is key- don’t put out a product that you’re not proud of, and that people will not take seriously.
  - i.e. don’t fall prey to the entrenched establishment
    - i.e. old fogies who clock in and clock out and aren’t changemakers
- Use free tools (like Canva!) and creativity to develop high quality presentations, handouts, and flyers.

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Creating your brand

Elevator pitch.

- Confidence is key.
  - Also, practice is key.
- Enthusiasm is contagious.
- Are you ready?

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Activity

Working with a partner spend 30 seconds pitching your idea. Have your partner share feedback after you are done. Switch roles.

Five minutes

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Ethical Stalking & Guerilla Marketing

Step 1: Subscribe to everything in your community & target your audience to find speakers, allies, & expand your network

Step 2: “Ethical” stalking on social media and the Internet

Pro tip: Use incognito tab on Google Chrome!

Step 3: Identify your target and go to there

Step 4: Fake it ‘till you make it!

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Activity

Eye on the prize! Choose two organizations to target. Make a plan to reach out to them with your pitch:

Why them?

What do you hope to accomplish?

How will you meet your long term goals?

Five minutes

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Data & Doing from No Data & Lying

- Start with what you have/where you are and figure out where you want to go
  - What does success look like (internally vs. externally)?
- Intentional data collecting; not data for data’s sake
- **Google Forms** is your best friend!
- Other close friends:
  - **Canva**
  - **Piktochart**

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Activity

Using what you learned from the previous activities, think about your goals and objectives to help you achieve success.

What data will you need to track?

What tools will help you track that data?

Five minutes
Find $$$ for your project

Visualizing Funding for Libraries

- Data tool created by the Foundation Center
- See who is funding library projects
- Analyze funder and library networks
- Identify gaps in funding
- Free trainings online and in-person
- [Find your closest FIN to learn more!](#)
Connect with BRIC

Slides: bit.ly/BRIC_ULCON17
Handouts Website: freelibrary.org/BRIC
Twitter: @FLPBusiness | @rfcinfo

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