

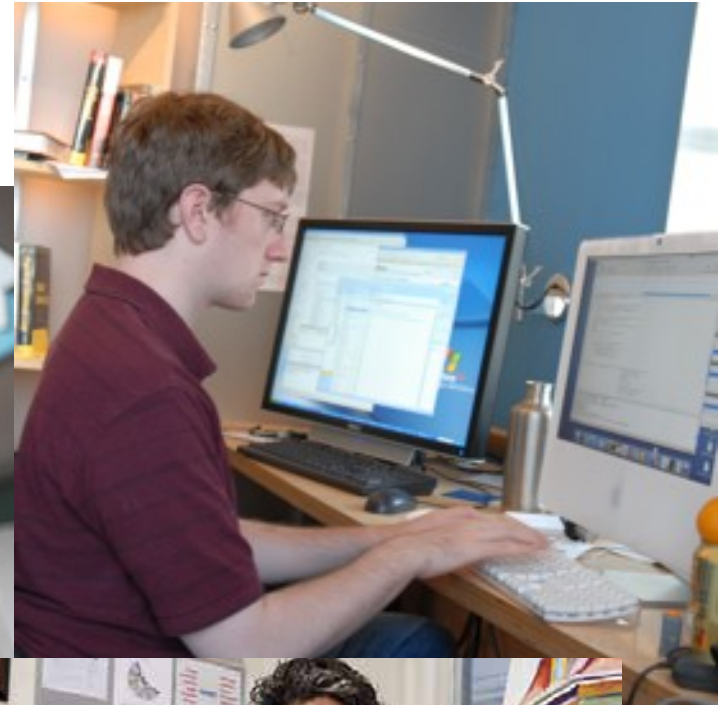
# **Libraries and Economic Recovery: Supporting Entrepreneurs**

**An Infopeople Webinar presented by  
Joan Frye Williams and George Needham  
November 16, 2011**



Photo by Chuck O'Shea

# Today's entrepreneurs





**Remember  
the social  
entrepreneurs**

**Entrepreneurs ≠ “small business”**



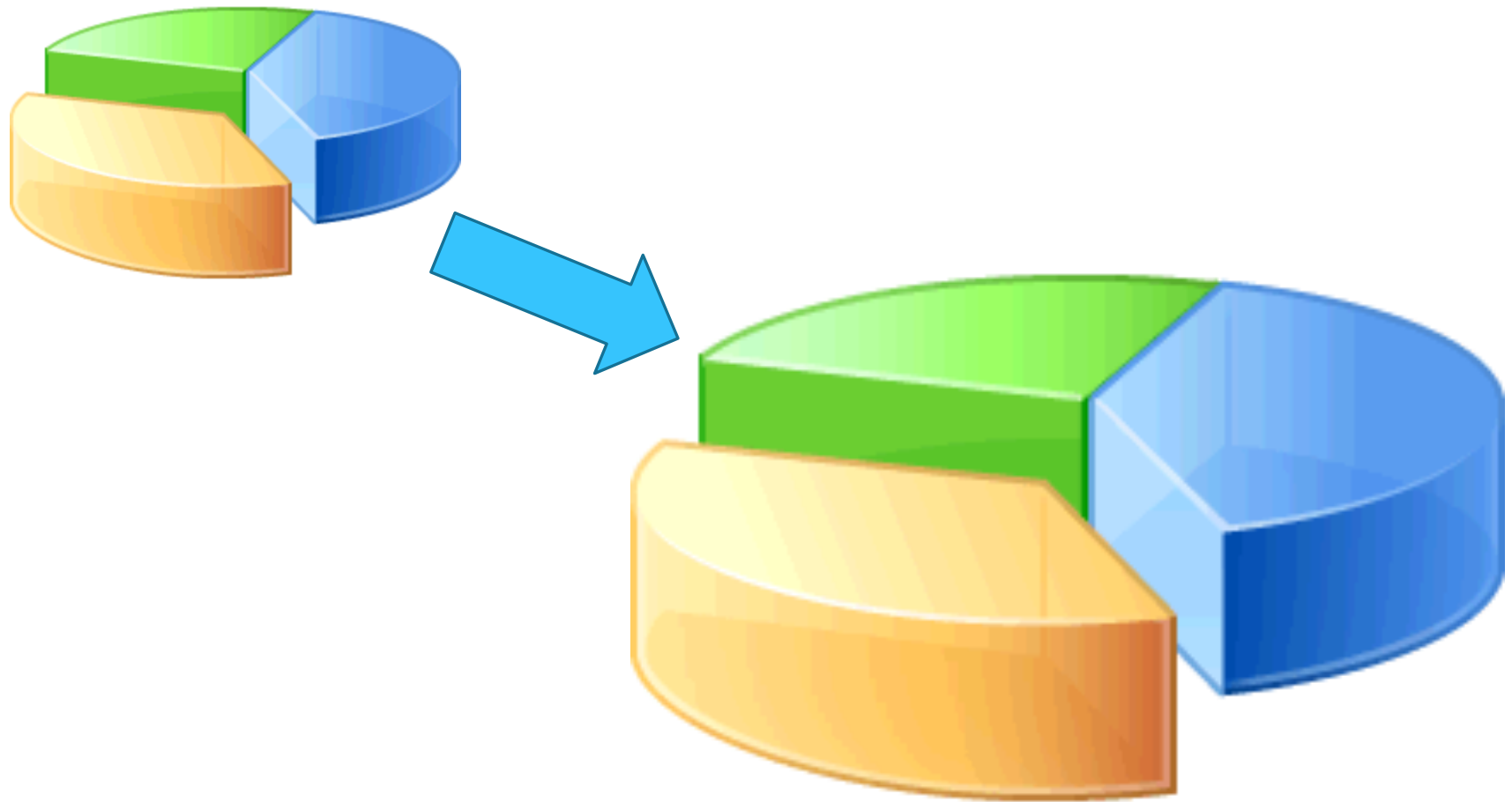
# Why target this group?



**Strengthens the local economy**



**Increases the tax base**





# Garners bi-partisan political support

BUSINESS CENTER



# Cultivates a growing audience



# Creates allies and advocates



**Demonstrates  
return on  
investment**



**Libraries and entrepreneurs:  
a good match**



# Overcome the stereotype



# GRAND OPENING



**Spend time in the community**

**Establish personal contacts**





**Introduce this community to itself**





Ask the  
right  
questions

# Demonstrate local knowledge





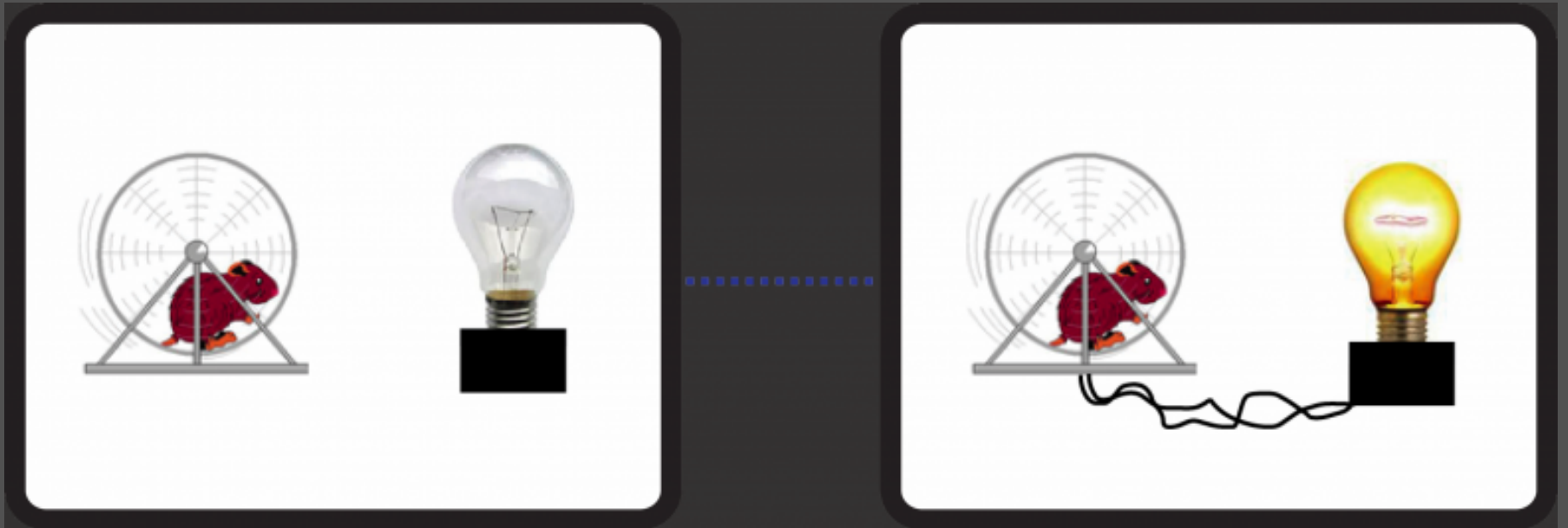
# Rethink your work spaces



# Build accessible collections



# Support their use of modern office tools and technologies



Think “research,” not “reference”



# Rebrand around innovation





# Train everyone as a first responder



# Design for predictable situations



# ***Predictable: Getting started***



A woman in a dark blue business suit is riding a blue bicycle on a paved path. She is looking forward with a focused expression. In the background, two other cyclists are visible: one further ahead and one to the right, both also in business attire. The path is surrounded by green trees and foliage under bright daylight.

*Predictable:*  
Sizing up  
the competition

***Predictable:* Pricing the product**



***Predictable:***  
**Paying business**  
**taxes**



*Predictable:*  
**Protecting intellectual property**



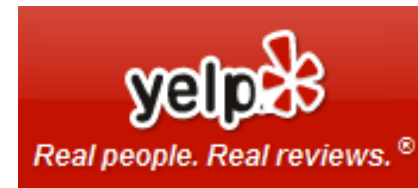


***Predictable:***

# Communicating with customers



**craigslist**



**Los Angeles Times**

ADVERTISER SERVICES



# Focus programs on applied problem solving



- Setting up a home office
- Time management tips for solo workers
- How to prepare a successful bid
- Using Etsy and eBay as distribution channels
- Using Facebook and LinkedIn to reach customers
- Preparing for licensing and bonding

Partner for  
maximum effect



**Take credit for your successes**





Stay in touch

7890

**And stay in touch with us!**



**hello@georgeandjoan.com**