



Let's Talk About It Promotional Ideas Checklist

In order to experience a successful LTAI series, try some or all of the following to promote attendance.

<input type="checkbox"/> Create a 30-second "elevator speech" for readers you talk with	<input type="checkbox"/> Carry Let's Talk About It fliers everywhere
<input type="checkbox"/> Put an ad on your answering machine	<input type="checkbox"/> Put an ad on the margin of your fax cover
<input type="checkbox"/> Add a line to your email address	<input type="checkbox"/> Wear a Let's Talk About It badge
<input type="checkbox"/> Become a TV or radio star, psa's	<input type="checkbox"/> Write a newspaper article or column
<input type="checkbox"/> Use your car as a billboard	<input type="checkbox"/> Add day, night or weekend hours
<input type="checkbox"/> Start & maintain an email mailing list	<input type="checkbox"/> Schedule enough time between discussions for reading
<input type="checkbox"/> Display the series books prominently at the library	<input type="checkbox"/> Write a column for local organizations' newsletters
<input type="checkbox"/> Put an ad on your website	<input type="checkbox"/> Distribute fliers at schools & businesses
<input type="checkbox"/> Post fliers on town bulletin boards	<input type="checkbox"/> Distribute posters and bookmarks
<input type="checkbox"/> Put a prop related to your theme at City Hall	<input type="checkbox"/> Put your web address on all materials
<input type="checkbox"/> Brainstorm groups in your community who would be interested in your series theme	<input type="checkbox"/> Let high school teachers know about the series for an extra-credit activity for students; gain younger participants