Why 90 Seconds?

- **How to Make People Like You in 90 secs. Or Less** by Nicholas Boothman (booktalk)

- First encounters with books for kids are like this.
Can’t Compute, Need More Input!

- Where do we go from here?
- By the time we’re done, you’ll be on your way!
Captain’s Log

- 17 years working in a library
- 14 years as a librarian
- YouTube Channel Co-Creator
  - The Keepers of the Books
- Have Dyslexia
- Taken a lot of special training
Mad Skills You’ll Be Building

- Broader Knowledge Base
- Appeal factor of genres
- Active listening and how to ask the right questions
- Bare bones of a booktalk
Your Supplies List

- Your Co-Pilots (co-workers)
- Your Millennium Falcon (get to later)
- A Computer
- Your Brain
- An Open-Mind
- Professional Journals and Publications
- A Little Bit of Time and Creativity
How to Begin Your Journey

Your Continuing Mission:

- To seek out new sources, new books, and new information,
- To boldly go where few librarians have gone before.
- To take a small step for librarians, one giant leap for patron kind

PLANNING
No challenge is too great if you plan ahead. And have pointy ears.
Now It’s Time to Build Your Millennium Falcon

- Reader’s Advisory starts even before the patron enters the library
- Challenging genres? Best genres?
- Self-created booklists are your friend
- Library booklists (keep a copy somewhere)
- Look at the books when they come in
So a Person Walks into a Library
Recon Mission Time

- Recognize the issues and how to address them.
- Know Most Common Challenges
  - Kids vs. Teens vs Adults
  - Parents
  - Third Party
- Spot Appeal Factors and Challenges
  - Built-In Appeal Factors
  - Ones Mentioned
  - Reading the Situation

“Think like a wise man but communicate in the language of the people.”
- Yeats
Remember WORF

Welcoming and easy to approach

Open-ended Questions

Rephrase

Follow Up
K.I.S.S.

- Catchy Tagline
- 2-3 sentences about plot/characters
- Mention as many appeal factors as possible
- Pause briefly between each book to gauge their reaction
- If possible, keep it to no more than 3 or 4 books for an avid reader, 2 or 3 for a reluctant reader
Take at Least One Thing And Try It

- Practice is Key
- Take one thing a week and work on it for an hour or two
- You’ll soon notice a difference
Bibliography

- How to Make People Like You in 90 secs. Or Less by Nicholas Boothman
- http://www.slj.com/category/reviews/
- www.bookriot.com
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