

# Bill and Elizabeth's Keys to Success

## 1. Don't ask for permission

**If you go and ask for permission first, you are opening up the door for your superiors to say no. Instead, you should carefully plan and make a case for why it would be a mistake NOT to run with your ideas. Show your everyone how the library will benefit.**

## 2. Take it to the streets

**Do it yourself! Get off your behind and sell your ideas, programs, and services to the public and your colleagues. Think like a business person, not a librarian. If you want to be a difference maker, then you must act like an entrepreneur. Don't wait for your director to do it. He or she has enough problems to deal with.**

## 3. Make it fun

**Give the people an experience they will remember, something that will create a buzz in the community. Instead of hiring a husband and wife duo to sing campfire songs, stage a rock & roll concert and blow the roof off. In other words, be creative. And don't forget to make everyone, including yourself, look good.**

**Remember: fun = tax revenue**