

## **Introduction**

The Revised Marketing Toolkit for Private Law Librarians was created to help you manage your resources wisely and to promote the value that you bring to your law firm or corporation. The Toolkit is intended to help you and other law librarians:

- Communicate the relevance of law librarians in achieving firm goals,
- Create a vision of the law library today,
- Identify core competencies required by law librarians,
- Answer frequently asked questions about the librarian's roles,
- Develop and use a library mission statement,
- Gather persuasive statistics about library services.

Most law libraries have not had an active, consistent practice of promoting themselves. This has to change. An extensive bibliography lists resources for further reading on the value and changing role of law librarians and trends in corporate, law firm, and library management. It draws from library, management, and marketing literature to provide the broadest resources possible.

Use this toolkit to help you communicate to your firm management, share ideas with fellow law librarians and staff, and take the next step in promoting your value. The Private Law Libraries Special Interest Section of the American Association of Law Libraries specifically grants permission to its members to reproduce portions of the toolkit for these purposes.