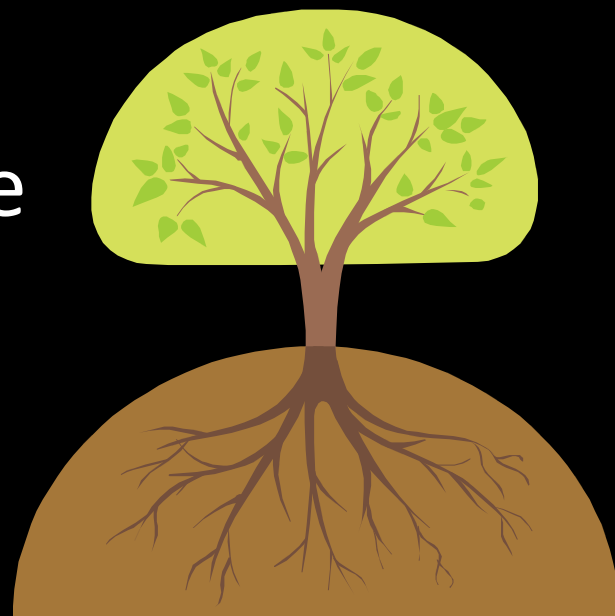


Naomi House, MLIS
Founder & Publisher of INALJ.com
April 12, 2013
McGill University SIS Workshop

INALJ by Example:

Growing your Career from the
Grassroots Up

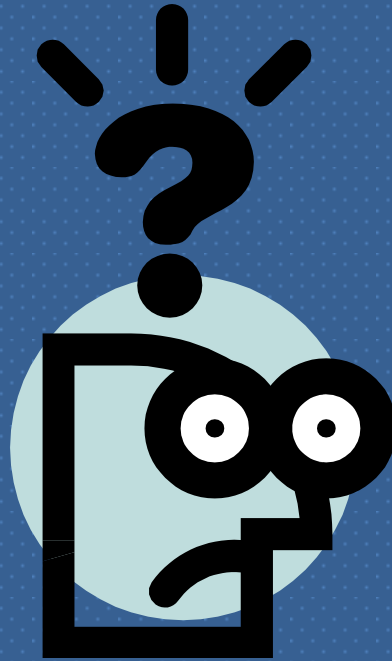


What This Workshop Covers

- Who I am and What I do
- Why my story is important for recent grads
- How I got my start and how I built my brand
- Building versus Growing/ Baking versus Cooking
- Pre-INALJ career
- INALJ as career
- Toolbox and Tools
- How this all translates for You

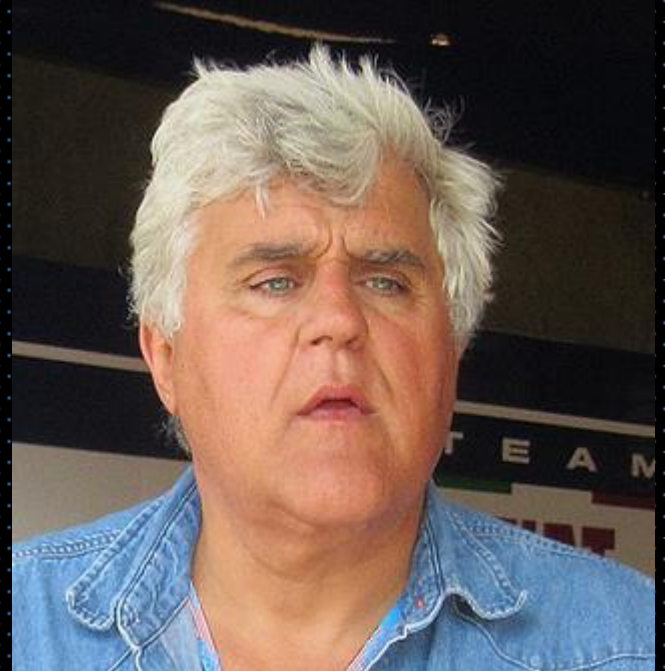


What is INALJ?



And who is Naomi House?

EYE - NA - ELLE - JAY



INALJ (I need a Library job)



- **Naomi House, MLIS**
- Graduate of Rutgers
- Government Contractor for a Federal Library
- Hint we deal with statistics
- Founded INALJ Daily Jobs Digest
- And INALJ.com
- And I worked full time, went to school & ran my husband's website

INALJ Today: Success Story

- **1,230,536** views on INALJ.com!!!
- **871** have found jobs!!!
- **5,234** Facebook fans
- **3,333** Twitter followers
- **13,037** Tweets
- **3,055** LinkedIn Group members



Building versus Growing

- Plan + Action =
Planned Result



- Plant + Cultivate +
Care + Nature =
Unknown result



- I can't even assemble IKEA furniture



- I have a brown thumb

Baking versus Cooking

(or **cookies** versus **curry**)



- Measure
- Exact
- Amounts
- Exact

- Sprinkle
 - Dash
 - Touch
- Season to taste

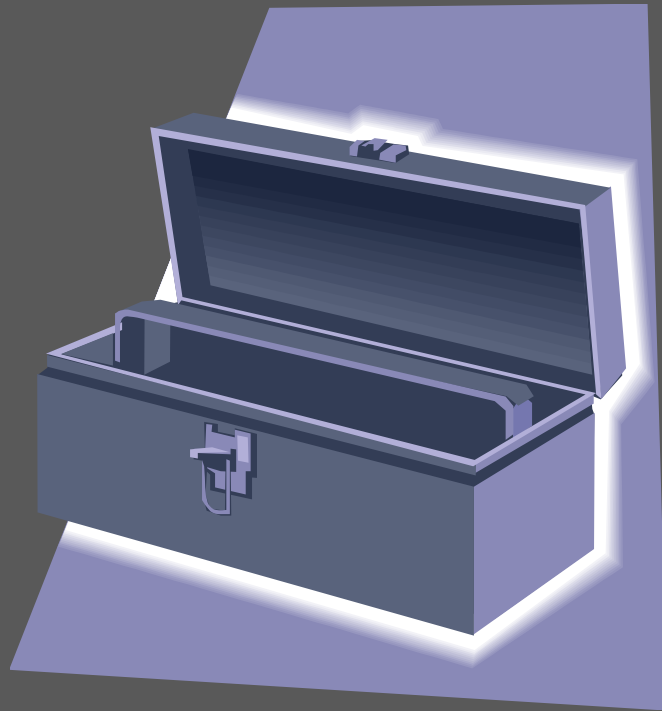


Naomi House pre-MLIS



Empty Toolbox

What I Didn't Have



- An MLS/MLIS
- Connections
- A 'Name'
- I was Unpublished

I Had Tools, Just Not in a Kit

- Clear Vision
- Drive
- Follow Through
- No shame!
- Backbone
- Consistency
- Grassroots marketing
- A really good product!

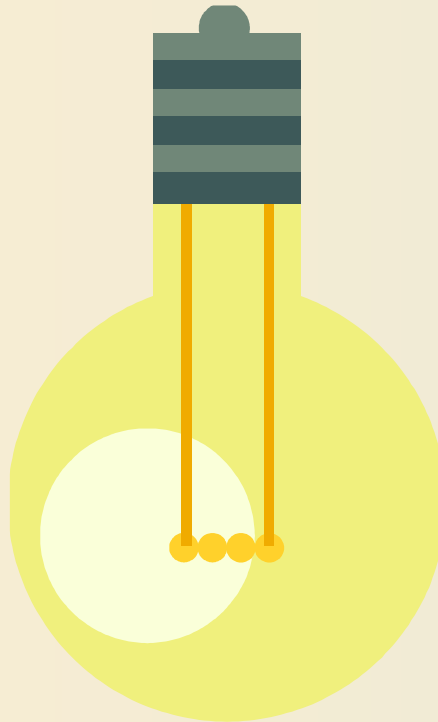




Branding Backwards: or, what's in a name?

- **Explicit**
- **I = because it is personal**
- **Need = because we need \$ to survive**
- **Library = MLS; MLIS**
- **Job = work, income, growth**

IDEA of what I wanted



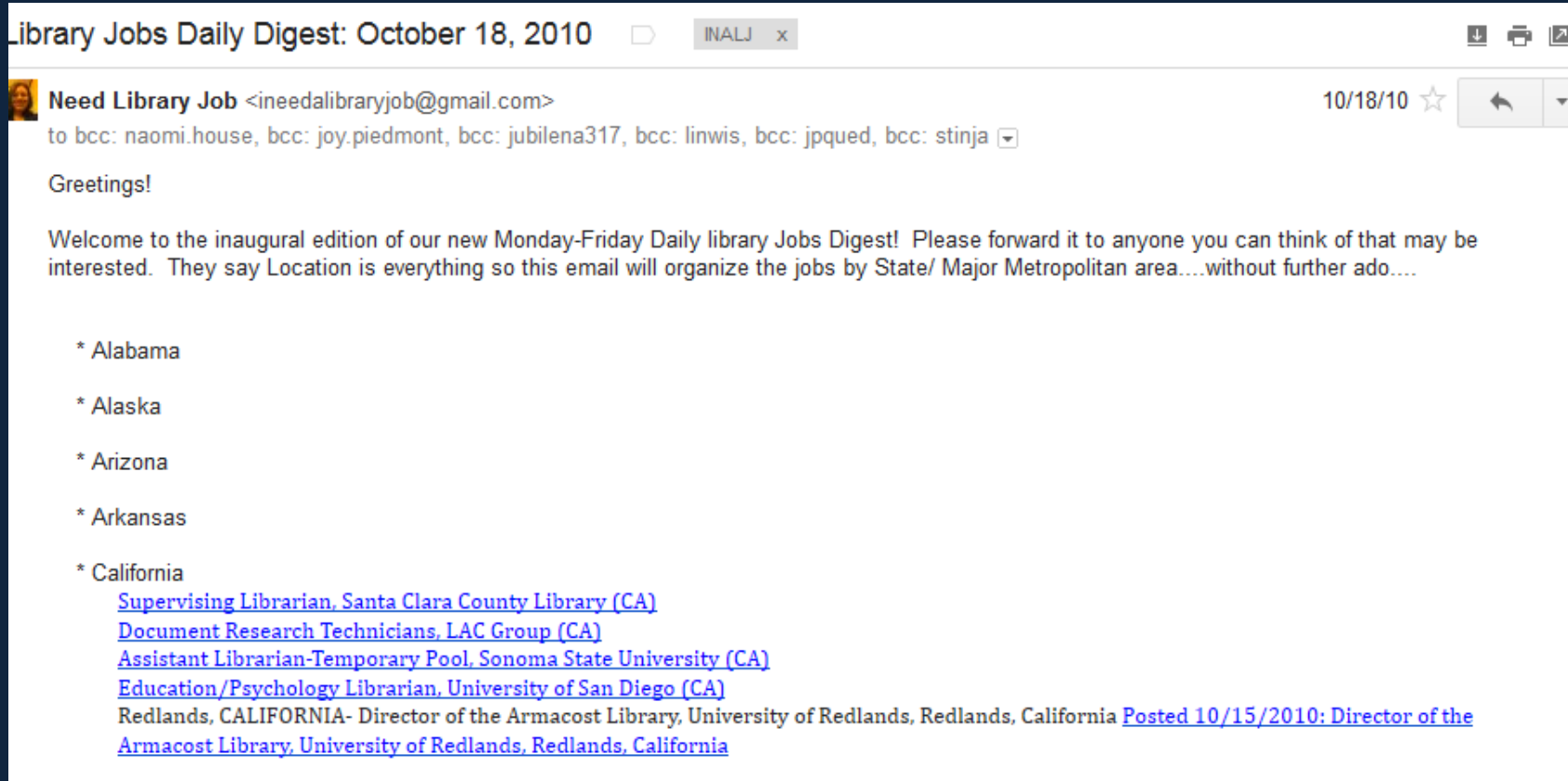
INALJ is JOBS

INALJ Philosophy



- Trackbacks
- Share other resources
- Positive space online
- Honest and depersonalized advice
- Jobs Jobs Jobs!!!

INALJ



Very First INALJ email!

INALJ.com

INALJ (I Need a Library Job)

[Home](#) [About INALJ](#) [INALJ Jobs](#) [Success Stories](#) [Articles](#) [Annual Report 2012](#)

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Naomi House: Founder,
Publisher & Editor

Available for speaking
engagements, panels &
presentations. Email
naomi.house@inalj.com for
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We are all in the same boat

by Scottie Kapel, Head Editor, INALJ Oregon We are all in the same boat...



On the Other Side of the
Table: Interviewing



Experience Gets Webby:
Webinars Give Experience
to Job Hunters



On Library and Information
Technicians: a 101 guide



We are all in the same boat

On the Other Side of the Table: Interviewing

By Naomi House

February 27, 2013

by Amanda Viana, Head Editor, INALJ Massachusetts On the Other Side of the Table: Interviewing Not very long after starting my current position I assisted the Library Director in interviewing candidates for a Circulation Supervisor position. It was my first time on the "other side" of the table.

Krystin Mavity ...Success Story

By Metadata Manager

February 27, 2013

All Jobs for INALJ can be found
here: <http://inalj.com/?p=1441>
Updated daily Naomi House's
interview with success story

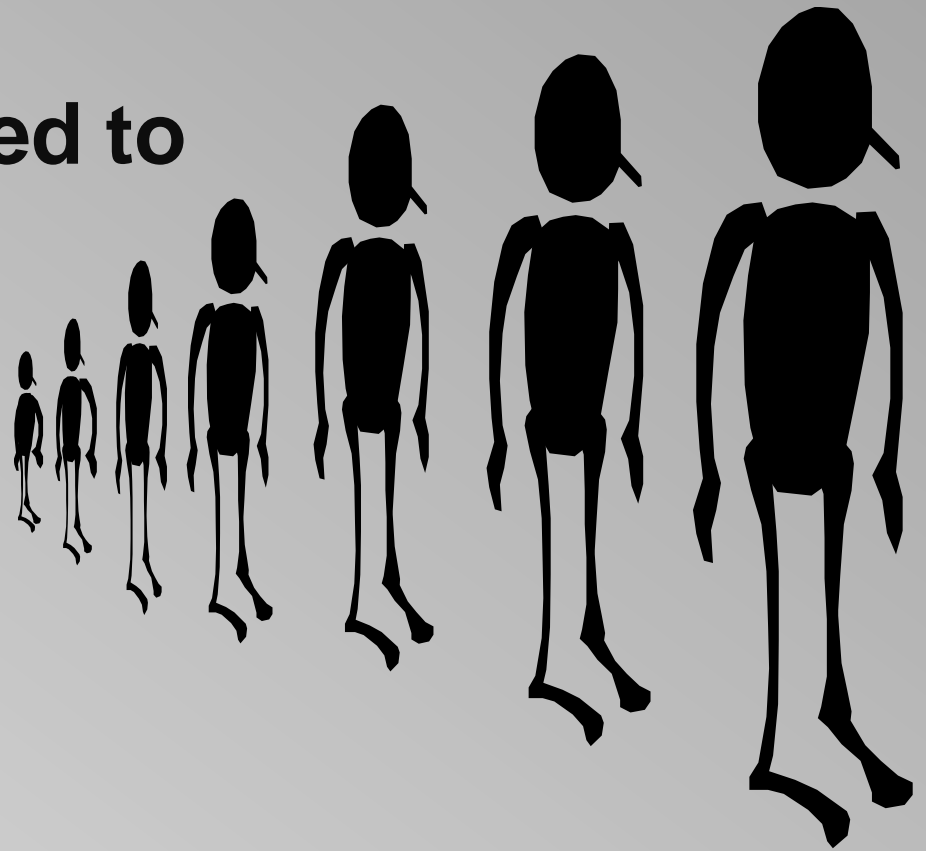


Logo?

- We are acculturated to be *Team* players

- To defer to others

- To not trust our perspective / gut



There is no “Team” in “I”

Resist the urge to take
everyone's opinions with the
same weight or importance as
your own.



Quantity does
not equal quality

BAD ADVICE IS EVERYWHERE!

- “All jobs on Twitter”
- “I don’t get why you...”
- “You really should(n’t) do ____”
- *200-2,000?*
- *Don’t justify*
- *Rudeness is not OK*



Crafting Your Perspective

- Strategizing- what do I need & want?
 - Planning- what can I use?
 - Executing- when can I do this?
 - Stabilizing- what works?
 - New- address efficiency often!
 - Perform- just hit your marks



Under promise, Over perform

Great for work!



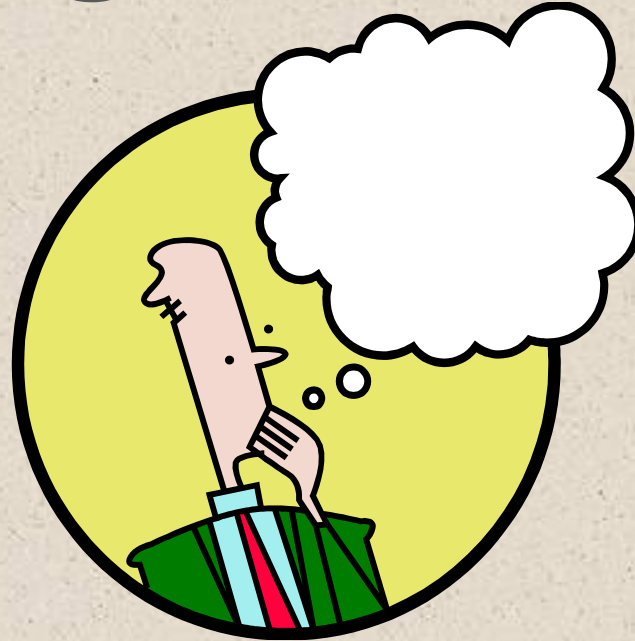
Not so great for branding

❖ Vision takes patience



❖ No quick changes without thinking through the repercussions

DO NOT ASK



**Unless you are willing to act
on the suggestions**

Where Are You?



- ❖ Social media outreach but not spreading yourself too thin on too many platforms
- ❖ Planning out what you want it to be & sticking with that.

Where do I begin?

- **What is your niche?**
- **What is the product (opinions, expertise, publication, tangible)?**
- **Websites and Hosting**
- **Free v Fee**
- **Ads or no ads**




Pick a platform




- Don't spread yourself too thin
- I am on [LinkedIn](#) groups, [Facebook](#) and [Twitter](#)
- My platform where all links live is [INALJ.com](#)
- My main product is the [INALJ Jobs](#)

FACEBOOK



I need a Library job **Timeline** **Now**


Admin Panel




I need a Library job
4,854 likes · 169 talking about this

Community [?]
Naomi House & Elizabeth Leonard, FB founders- Posting:-please don't post a job, question, product/service or article here or tag us- instead send to Naomi @ ineedalibraryjob@gmail.com to review- thanks! INALJ (listserv) edited and published

About



 **4,854**

Daily Read Listserve and RSS edition
LISTSERVS COVERED
updated 7/23/12


Photos **Likes** **Notes 20**

Status

Photo / Video


Event, Milestone +

Write something...



I need a Library job
2 hours ago

117 Friends
Like I need a Library job

 **+108**

Recent Posts by Others on I need a Library job [See All](#)

FACEBOOK: NOTES

I need a Library job's Notes

I need a Library job's Drafts

Daily Read Listserv and RSS edition

Thursday, March 10, 2011

LISTSERVS COVERED
updated 7/23/12

AALLnet -alexis

TriWeekly Read (for the daily jobs email- Assistant Editors)

Thursday, March 3, 2011

Daily Read:

Monday, Wednesdays, Fridays - Carolann Curry
-AALL Jobs (Law Librarians): <http://careers.aallnet.org/jobs>

Success Stories!!! (2011-now)

Tuesday, February 15, 2011

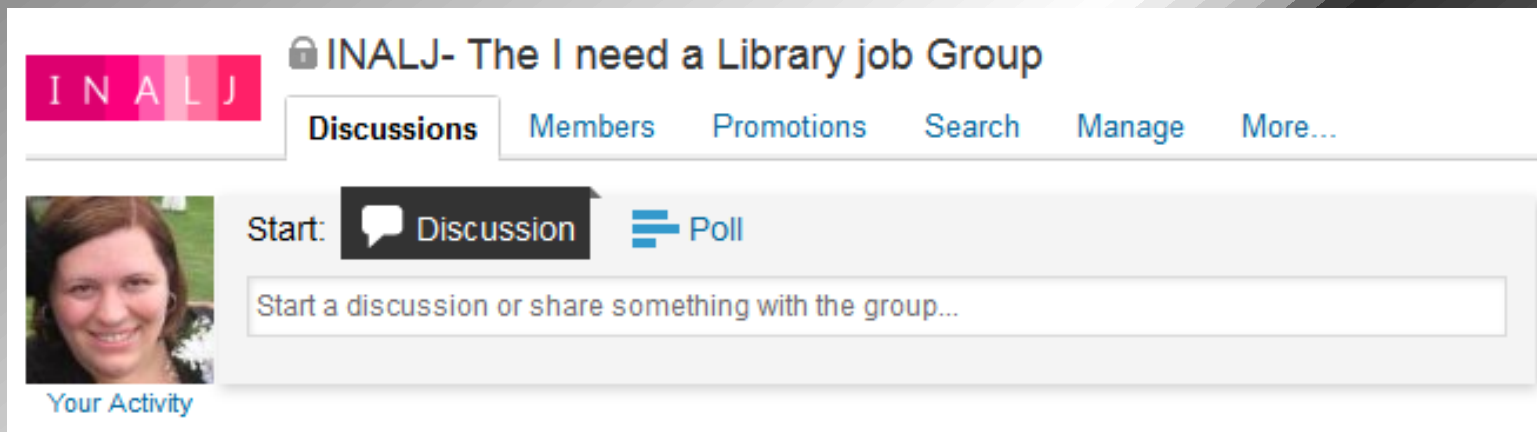
People who found jobs using I Need a Library Job as well as those who found jobs other ways

Sarah F.- Jan. 2011 (INALJ)

Robert H.- Jan. 2011

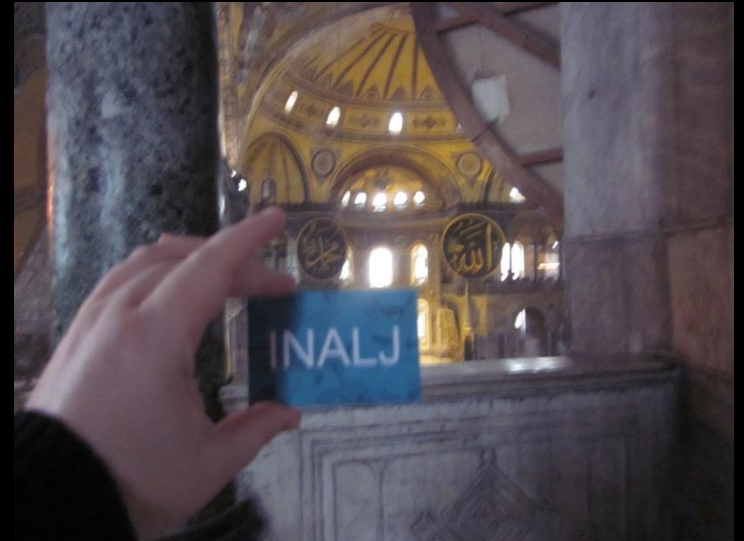
LinkedIn

- Group Rules:
- Civility
- Do not ask for work- everyone is looking
- Don't post a link without adding **context**



Grassroots Marketing

- Spam lightly
- We posted to FB pages
- We added everyone on Twitter
- Talk it up
- PUBLISH!!!!
- Present where you can
- Business cards (MOO.com)
- Network



Learn to Delegate

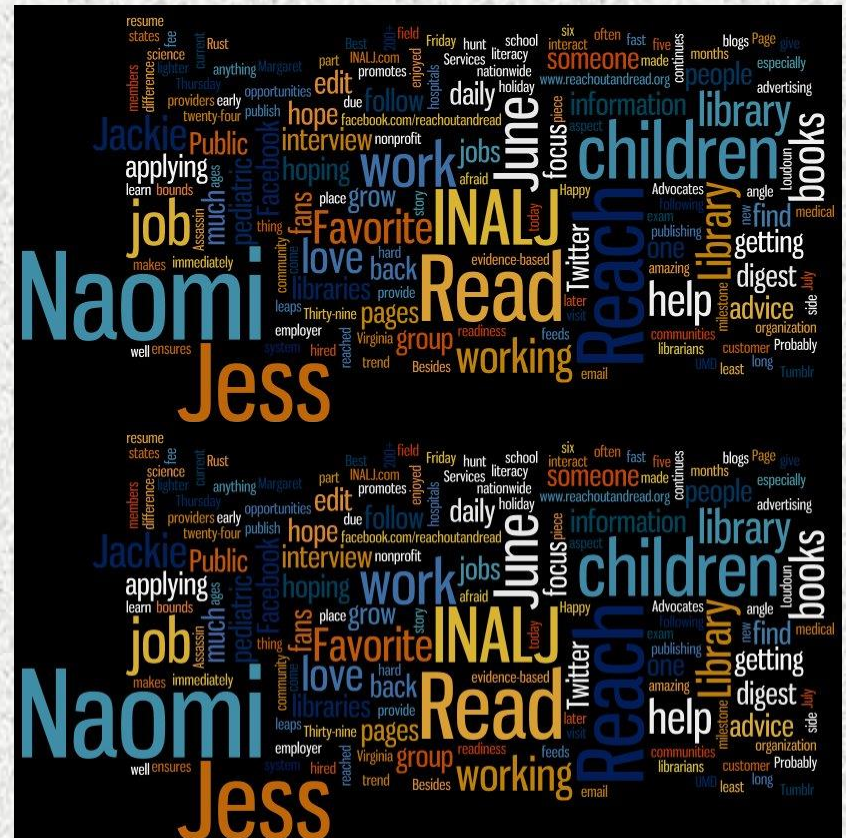
- I used to do it ALL
- Added 180+ volunteers
- Editing, formatting, submitting
- Saved oodles of time!
- Always look for new efficiencies
- Define your priorities



- No deduping = **260 hours** saved or **15,600 minutes** a year!
- No daily emails = **180 hours** saved or **7,800 minutes** saved
- Enforcing civility on platforms- saves many wasted discussion/ hours a year

On Volunteering

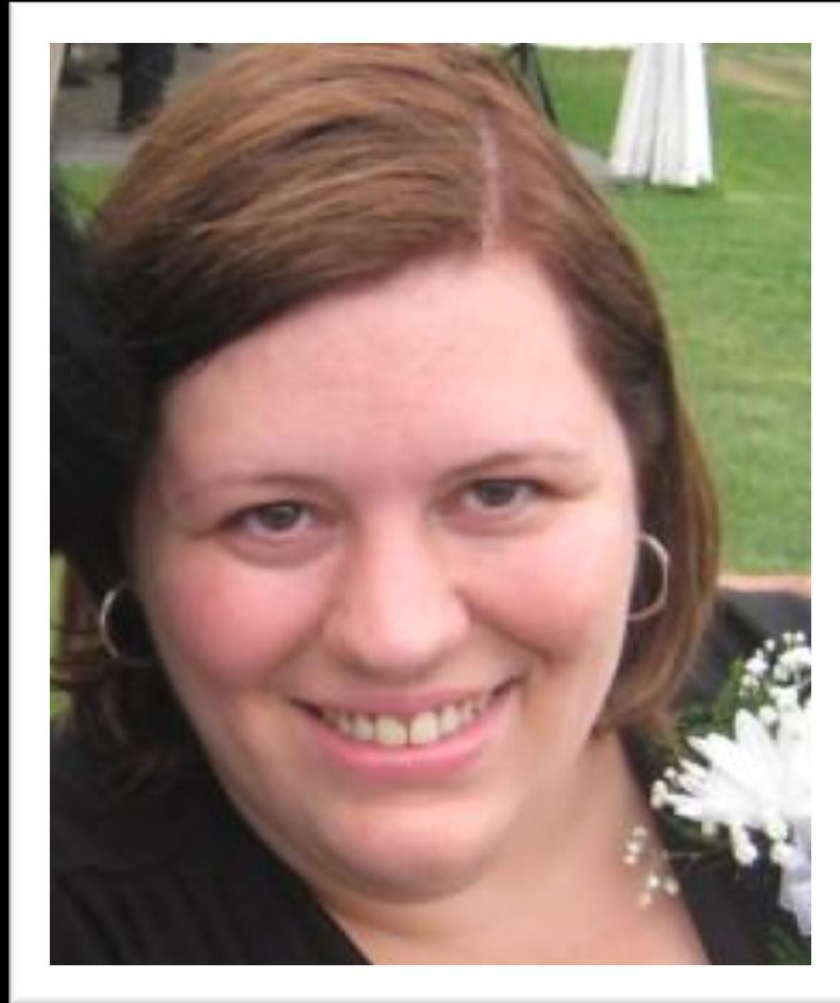
- **Ask first, then suggest**
- **Communicate**
- **Follow instructions**
- **Use it as a springboard for your own Brand (Qraig's Quest)**



Am I a Brand Yet?

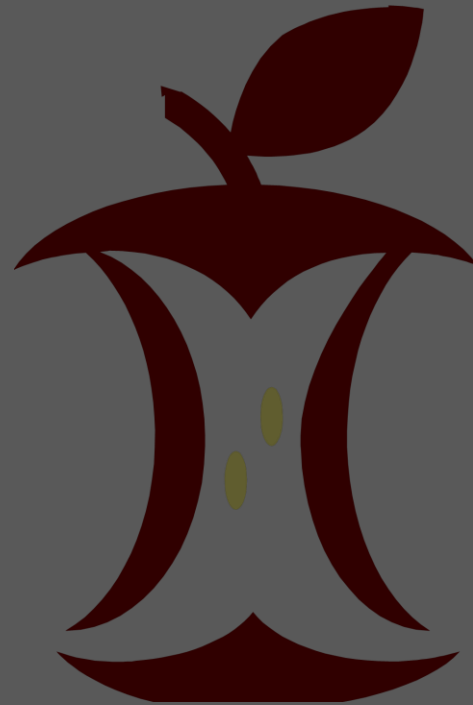
- You must have buy in from others
- Be active on LinkedIn Groups
- Your fans will surprise you with how they see you
- Be active in your association or at least attend events
- Be active beyond the boundaries of the LIS community
- Make sure you know your niche!

INALJ = Naomi House



Not really...but

- There are 180+ volunteers
- But the core, the center, the mission, the management is all me



What about Me?



Take Away Today #1

- **It can be done. Period.**
- **But it has to be quality and desired.**



Take Away Today #2

- **Don't overextend yourself or try to be everything to everyone**
- **You are your own best advisor**



Take Away Today #3

Set reasonable expectations & have vision



Then be prepared to be surprised

Take Away #4

- **No matter how many warning signs a moose may still hit you**



INALJ.com



