

## Exercise #3 Harnessing the Power of Words

In this exercise, you will examine common terms and phrases in our profession and explore more effective terminology to enhance perceived value.

**Instructions:** Working in groups of two or three,

1. Transform the weak phrases into engaging ones.
2. Consider value-added, strong words, such as: education, economic advancement, quality of life, world-class, first-rate, cutting-edge, state-of-the-art, award-winning, life-enriching, innovative, enhance, heighten, elevate, advance, achieve, etc.
3. Consider using our bold phrases: pillar of education; cornerstone in the education process; partners in education.

a) Weak: Libraries are important.  
Engaging:

b) Weak: Librarians do good work.  
Engaging:

c) Weak: I'm just a Circulation Clerk.  
Engaging:

d) Weak: We help people.  
Engaging:

e) Weak: We provide entertainment.  
Engaging:

f) Weak: We offer storytimes.  
Engaging:

g) Weak: We hold adult programs.  
Engaging:

h) Weak: We have computers.  
Engaging:

i) Weak: Teens do their homework at the library.  
Engaging:

j) Weak: We get children "ready to learn." (Also somewhat weak: "ready at five.")  
Engaging:

**Extra credit:** We do outreach.

Other terms or phrases: