

Exercise #1

Learning from the Competition

In this exercise, you will identify your library's competition and what they do better than you do.

Their business is up; my business is down. What's the competition doing right?

A. My library's primary products are:

1.

2.

3.

B. My library's competition is:

1.

2.

3.

C. The competition does this better than my library:

1.

2.

3.

D. My library does this better:

1.

2.

3.