

Becky's Most Popular Programs

Please go to my recent presentations page to see my presentation who, what, when and where, as well as current pricing:

<http://raforall.blogspot.com/p/wapl-presentation.html>

For information and details about the **Actively Anti-Racist Service to Leisure Readers** programming with Robin Bradford or solo, visit this page:

<http://raforall.blogspot.com/p/actively-anti-racist-service-to-leisure.html>

Here are my most popular program descriptions:

(The first 2 work great for a morning of a staff day. The first 3 work well as a monthly training and can come with assignments to be done in between each. Often libraries make it 4 months by adding the Anti-Racist training as well)

RA for All: Flip the Script and Think Like a Reader: Readers Advisory belongs in every library, no matter its budget. The implementation of this vital service is the responsibility of every staff member-- from pages to directors, from those behind the scenes to the ones on the front lines. This program will remove the mystery behind providing great RA service. Using her "Ten Rules of Basic RA Service" as a guide, Becky Spratford will use your own love of your favorite books to show you how to help any patron find their next great read. It's not as hard as you think. But more importantly, you will learn why a staff that can harness the power of sharing a great read will become a stronger team and improve service to all patrons, especially the hardest to reach ones. **90 mins**

Booktalk Your Way to the Friendliest Library in Town: Booktalking is at the heart of what we do with patrons at the public library. Whether we are sharing books informally at the services desk, presenting a prepared list of books, or posting information online, talking about books is something we do each and every day. It is a core service, but it is also hard to do. Or is it? It is not, especially if you focus less on tallying transactions and move toward an environment of cultivating conversations. Join experienced Readers' Advisor Becky Spratford as she shares the secret behind deepening patron engagement, creating relationships, and increasing circulation, all by simply rediscovering the power and joy that comes from sharing a good read. **75 mins**

Demystifying Genre: Nothing is scarier than trying to help a fan of a genre you yourself don't enjoy. You want to help that, for example, Romance reader, find the perfect book, but you are having trouble knowing where to begin because...eek!... you don't read Romance. You are afraid they will find out you are a fraud. How can YOU possibly help THEM?!? Don't fret. In this program, Readers' Advisory expert, Becky Spratford, will teach you the basic appeals of the major genres, give you the inside track on what a fan of that genre is most drawn to, and provide you with talking points to get your genres readers to tell you what they want. This program focuses on providing you with a

diverse and inclusive list of up-to-date authors; only living authors will be discussed. You will leave this session with the confidence and skill to help fans of every genre, regardless of whether or not you have ever read a book in that genre yourself. And that will leave a trail of happy patrons in your wake. **75-90 mins**

Horror Readers' Advisory: How to Help Your Scariest Patrons

A recent poll of thousands of library workers identified Horror as one of the Top 5 genres they were “most scared of,” and yet, the genre is basking in a popularity among our patrons that hasn’t been seen in decades. We cannot ignore it any longer. It’s time to stop worrying that your Horror readers are monsters, and start remembering they only like to read about them. The library world’s Horror expert, Becky Spratford, is here to help you conquer your own fears and walk you through today’s horror landscape. In this webinar she will explain how to talk to fans, break down the appeal of horror, identify what resources will serve you best, and most importantly, give you dozens of authors and titles to start suggesting with confidence, immediately! Get up to speed on this current Horror Renaissance without terrorizing yourself in the process. Let’s have some fun, talk about books, help patrons, and learn about the scariest genre together. **60-120 mins**

Re-Charge Your Book Club:

Becky has been leading book clubs for 25 years and has seen it all. In this program she will share her tips and tricks for success. All book groups go through their ups and downs, but re-energizing your group is not as hard as it may seem. Becky will walk you through how to confidently identify and utilize the best resources for leading a book discussion, pick books that will engender the best conversations, lead a more interactive discussion even with the most jaded of groups. Let her show you how to take control, shake things up, and rediscover why you started the group in the first place. **60-90mins**

Email Bspratford at hotmail dot com to discuss

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