

**Includes 11  
downloadable  
workforms!**

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# Blueprint

for Your

# Library Marketing Plan

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*A Guide to Help You  
Survive and Thrive*

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## MARKETING PLAN WORKSHEETS

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*Marketing Plan Worksheets are also available at [www.ala.org/editions/extras/Fisher09096](http://www.ala.org/editions/extras/Fisher09096)*