



The Two Million Dollars in Your Wallet

Yes, you read that correctly. If you have a Library card in your wallet from any library in Connecticut, you have free access to at least \$2M worth of information with that one little card. The value comes from the Connecticut State Library's iCONN ReSearch engine- which is a collection of online databases and e-books. In addition, each public library purchases and augments these resources with additional books, databases and services. In these tough economic times, your "free" library card is a great value. Here are some of the ways your local library* can help you and your business save money:

Borrow instead of purchasing books.

This one is obvious, but this is a good time to kick your book buying habit and use your library card instead of a credit card to get the books you want. Many people don't realize that their CT public library card can be used at any public library in Connecticut. Don't want to drive? Take advantage of your library's Inter Library Loan (ILL) service and have a book from another library delivered to your hometown library. Don't have time to read? Many of our books (including popular business titles) are available as audio books. Some titles are even available to download electronically in print or audio format.

Free Training for You and Your Staff

Many of the libraries in Connecticut offer free, hands-on computer classes. Topics offered at our library include Basic & Intermediate Microsoft® Excel for Business, Advanced Microsoft® Word for Business, Creating Newsletters using Microsoft® Publisher, Basic Computer Maintenance for Business, Email Management & Maintenance for Business, Finding & Targeting Your Market, Job Searching in the Library and Using Quickbooks. Most libraries allow non-residents to attend classes. In addition to hands-on computer classes, many libraries offer business seminars on marketing, legal, tax, and sales topics. Each library's curriculum varies so you'll need to check each library's website for details on topics and dates.

*Check with your local library for specific programs, resources and services they provide. To find libraries in Connecticut visit <http://www.iconn.org/FindALibrary.aspx>.

Research While You Sleep (or while awake)

The days of thumbing through old copies of newspapers and trade publications are over. Now you can access publications like the Wall Street Journal, New York Times, Business Week, Forbes, Fortune, Inc., and more than 11,000 more publications. You can search, read and print articles right from your computer. Most of the databases will even allow you set up an automatic search on your topic and you'll get any new articles delivered directly into your email inbox. So, yes, you can actually research while you sleep. And maybe, you can save some money by dropping some of your subscriptions too. For complete details on each database and searching tips, visit www.iconn.org or ask your local CT librarian for a tutorial.

Free Business Leads

Are you looking for a list of sales leads? Have you purchased mailing lists in the past? Many libraries have databases like ReferenceUSA or Dun & Bradstreet's Million Dollar Database, which allow you to download lists of companies and executives for free. These are great tools for researching your competition, identifying potential markets and finding potential customers. Ask your local library if they have this service or stop by a library that does.

Expert Research Assistance

Professional librarians who are trained to find and evaluate information staff most public libraries in Connecticut. Looking for demographic information? Would like to find information on how to conduct a market research survey? Trying to locate samples of job descriptions? Need help finding which publications to send a trade article or press release? These are all questions that your local reference librarian can help you with. A 5-10 minute consult with your librarian may save you hours of futile Internet searching. Use your librarian as a personal business information shopper, not only to help you find the right resource right resource for your topic or issue, but also to let you know when new items on that subject become available.

These are just a few of the ways that the library card in your wallet will save you time and money. Isn't it time to give it a workout?

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*Check with your local library for specific programs, resources and services they provide. To find libraries in Connecticut visit <http://www.iconn.org/FindALibrary.aspx>.