

+ Do your patrons ask business questions you're not sure how best to answer?



askBLINC is a group of librarians with business expertise who are ready to help!

Who is it for?

The askBLINC service is designed to help library staff who sometimes feel unsure about finding answers to business reference questions.

Why use it?

NC LIVE provides libraries with a number of complex business resources, which can sometimes be difficult to use. askBLINC can help library staff to effectively and efficiently use online business resources, like SimplyMap and Business Source Complete.

How to use askBLINC:

Step 1: Email your business-related questions to askBLINC@nclive.org.

For questions concerning technical issues or problems with any database, please continue to contact the NC LIVE Help Desk (help@nclive.org).

Step 2: An askBLINC team member will respond within one business day (although sometimes it may take more than one day to provide a complete answer).

askBLINC

a team of BLINC (Business Librarians in North Carolina, a division of NCLA) volunteers who are **trained** in using NC LIVE business resources

Sample askBLINC Questions:



Getting Started:

"I want to start a business. Where do I start?"

"How do I find information on grants?"

"I don't know if I need a license for the type of business I want to start. Can you help?"



Running a Business:

"I have a business, but how do I market myself to more people?"

"I want to sue a particular business and I don't know who to serve the papers to."



Complex Data Needs:

"I am working on a Marketing Plan for a hardware store in Greensboro. I'm thinking the consumer or industrial market may be plumbers, electricians, contractors, etc. How do I find out the size and potential of the market? What consumer or industrial market(s) does the organization serve and what is the size and potential of the market? What are the bases for segmentation in that market?"

askBLINC can provide library staff with support using all these & more!



For more information: <http://nclive.org/librarystaff/askblinc>

