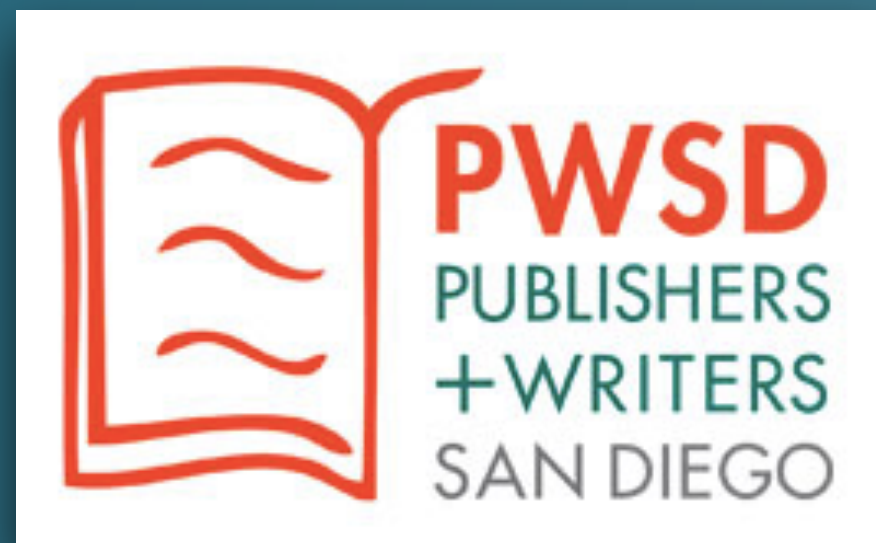

SOCIAL-IMPACT BOOKS

HOW TO USE YOUR BOOK TO MAKE A DIFFERENCE IN THE WORLD

Presented by
Andrew Chapman

Hosted by
Publishers & Writers of San Diego



December 5, 2020



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- Officially passed PWSD to Karla in 2010
 - Started **SMP** in 2014 as a social enterprise
 - TEDx Talk in 2016 ([click here](#))
 - Children's books & clients' books
 - Thousands of books sold & tens of thousands of dollars raised
 - Oh, the lessons I have learned!



WHAT IS A SOCIAL-IMPACT BOOK?

- Benefits one or more causes working on a societal problem
- Is measured in terms of *impact* over sales or accolades
- Has a reach and purpose bigger than the book itself



SELF-PUBLISHING OR TRADITIONAL?

- Advantages
- Disadvantages
- Your resources and capabilities
- Can go from self-published to traditional



WAYS TO CREATE A SOCIAL-IMPACT BOOK

- Your novel or nonfiction, directly or indirectly related to a social issue
- Profile of a social entrepreneur
- Profile of a nonprofit, cause, etc
- A compilation of multiple profiles



Founder Scott Harrison

CHOOSING A CAUSE PARTNER

- Not too small, not too big — just right
- Entrepreneurial perspective; sells things
- Connections to ideal sponsors
- Gets the concept of a social-impact book
- Vet — CharityNavigator, Form 990, etc.



GETTING SPONSOR PARTNERS

- Three ways:
(1) cause leads to sponsor; (2) sponsor leads to cause; (3) you find each individually
- You want an experienced sponsor
- It's a term deal — goal is happy renewal
- Ask what will serve their needs
- SponsorConcierge.com



OPTIMIZATION THROUGH CUSTOMIZATION

- Offer a menu of customization points
- Cover logo or name; message from sponsor; back page for cause
- Ask what will benefit them — but protect the professional integrity of your book



YOUR BOOK'S AMAZON LISTING

- Make the best of the description using HTML tags and hyperlinks
- Videos
- Feature both cause and sponsor



The screenshot shows the Amazon product page for the book "Bee A Dreamer". The main image is the book cover, which features a giraffe and a bee on a globe. A "Look inside" link is visible above the cover. To the right of the cover, the title "Bee A Dreamer Hardcover" is displayed, along with the authors "by Ryen Toft (Author), Vivian Yiwing (Illustrator)" and a star rating of 5 stars with 65 ratings. Below this, there are two buttons for "Hardcover" (\$14.95) and "Paperback" (\$9.95), both with Prime shipping. Underneath, it shows "3 Used from \$10.39" and "6 New from \$14.95" for the hardcover, and "1 New from \$9.95" for the paperback. A section titled "What is your big dream?" contains a short description of the book. Below that, it says "Ages 7-10" and "Your purchase benefits the bees!". At the bottom, there is a "Follow the Author" section with a small profile picture of the author.

Bee A Dreamer Hardcover
by Ryen Toft (Author), Vivian Yiwing (Illustrator)
★★★★★ 65 ratings

> See all formats and editions

Hardcover \$14.95 ✓prime	Paperback \$9.95 ✓prime
------------------------------------	-----------------------------------

3 Used from \$10.39
6 New from \$14.95

1 New from \$9.95

What is your big dream?

Bee A Dreamer is a delightful story about a bee spirit. Her best friend, Sam, is a timid but courageous bee. But she can't do it alone.

As they travel to a faraway land, Sam is made of friendship, Sam finds her inner strength and courage.

Ages 7-10

Your purchase benefits the bees!

75% of the royalties from Amazon sales of this book (approximately \$1.50 per book). Planet Bee is dedicated to creating environmental stewardship and individual action through their work with schools, nonprofits, summer camps, and more.

Follow the Author

BEST PRACTICES MAKE FOR BEST RESULTS

- Always be transparent
- Always be specific
- Avoid donating proceeds
- Your cause partner “sells” your book
- Don’t have an exclusive cause partner



GET MY 10 TIPS FOR SOCIAL-IMPACT BOOK PROMOTION

Andrew@SocialMotionPublishing.com

I'll deliver the
10 tips to you
in a jiffy!



-
- **Type “Question” in the chat window**
 - **Type your question in the chat window**
 - **Email me at:
Andrew@SocialMotionPublishing.com**

