SOCIAL-IMPACT BOOKS
HOW TO USE YOUR BOOK TO MAKE A DIFFERENCE IN THE WORLD

Presented by
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Hosted by
Publishers & Writers of San Diego

December 5, 2020
- 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
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