

Give-to-Profit Intro Talk Overview

(This can also be delivered as a workshop, master-class or online webinar)

How to Grow Your Business by Supporting Charities and Social Causes

Are you a business owner or entrepreneur who cares about people, your community or the planet?

Did you know supporting causes is a powerful way to GROW your business AND make a difference at the same time?

We live in a time when most consumers, investors and employees are challenging businesses to do good in the world. Charitable giving is a powerful way to do just that.

Alisoun Mackenzie explains how to do this in her No.1 Amazon Best-Selling book *Give-to-Profit: How to Grow Your Business by Supporting Charities and Social Causes*.

During this talk/workshop Alisoun will share how to turn your business into a profitable force for good in seven easy steps – no matter what type of business you are or stage of business you're at.

Whether you'd like to raise funds for a cause, volunteer, find a cause to support, source social suppliers or are simply curious about this topic, this talk/workshop will help you grow a profitable business through focussing on impact and partnering with causes.

Would you like to have more positive impact in the world through your business?

If yes join us to discover:

- ♡ Why it's good for business to focus on social impact to generate profits – and the cost of doing otherwise
- ♡ The 7-Steps for Growing a Business by Supporting Charities & Social Causes
- ♡ The many different ways you can partner and support causes through your business
- ♡ How easy it is to incorporate fundraising into your marketing
- ♡ Legislation relating to cause marketing (incorporating fundraising in your marketing).

This will be an inspiring, fascinating and thought-provoking event for all business owners, entrepreneurs and leaders of causes wanting to make a difference in the world!

Format: a mix of a presentation, sharing ideas and the opportunity to ask questions.

About the speaker: Alisoun Mackenzie



Often described as one of the most authentic and inspiring souls you can meet, Alisoun is on a mission to empower business owners and entrepreneurs to grow successful businesses that are both profitable and make a difference in the world. Alisoun's keynote talks, training, mentoring, and best-selling books Give-to-Profit and Heartatitude have favorably changed the good fortune of thousands of people worldwide. She loves doing humanitarian work, fundraising and living by the beach in Scotland. Check out www.alisoun.com or her Give-to-Profit book to find out more.