

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 *Heartitude* 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.