

5 Steps to Up Your Social/Environmental Impact and Your Bank Balance

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Wouldn't it be great to do good *and* do well? You can! Hundreds of companies (Patagonia, Ben & Jerry's, and even many solopreneurs) already do. Why not you?

1. **Know your strengths and *passions*.** What's your sweet spot? What new things could you easily create? What thrills your people? Why?
2. **Examine your *markets*.** Who buys from you now? What else might they buy? Who else could buy it? Why?
3. **Determine *relevant* impact.** Could you create a product or service that impacts at least one [UN Sustainable Development Goal](#)? How?
4. **Develop *profitable* eco-friendly social-impact products and services.** Turn poverty into plenty, "isms" into equity, war into peace, eco-disaster into planetary balance—as you build revenue and slash expenses!
5. **Market!** 76% WANT to buy from impact companies. Once you “walk the talk AND talk the walk,” you'll attract more customers. Design your marketing to highlight benefits to Deeply Committed, Lazy Sympathizer, even Don't Care/Hostile buyers.

Good news: You can have expert help! I've consulted to companies like yours for years. Just for requesting this checklist, leave voicemail (no texts) at 413-586-2388 or [click here to get a no-charge 30-minute consultation](#)—enough to go deep on how *you* can make a difference AND a profit. Long-term, I'll happily help you create and implement *your* solution designed for *your* business.

DIYer? Find your roadmap in my award-winning 10th book, [Guerrilla Marketing to Heal the World](#) (endorsed by Chicken Soup's Jack Canfield, Seth Godin, and others, guest essays by Cynthia Kersey of Unstoppable/Unstoppable Women and Frances Moore Lappé of Diet for a Small Planet).