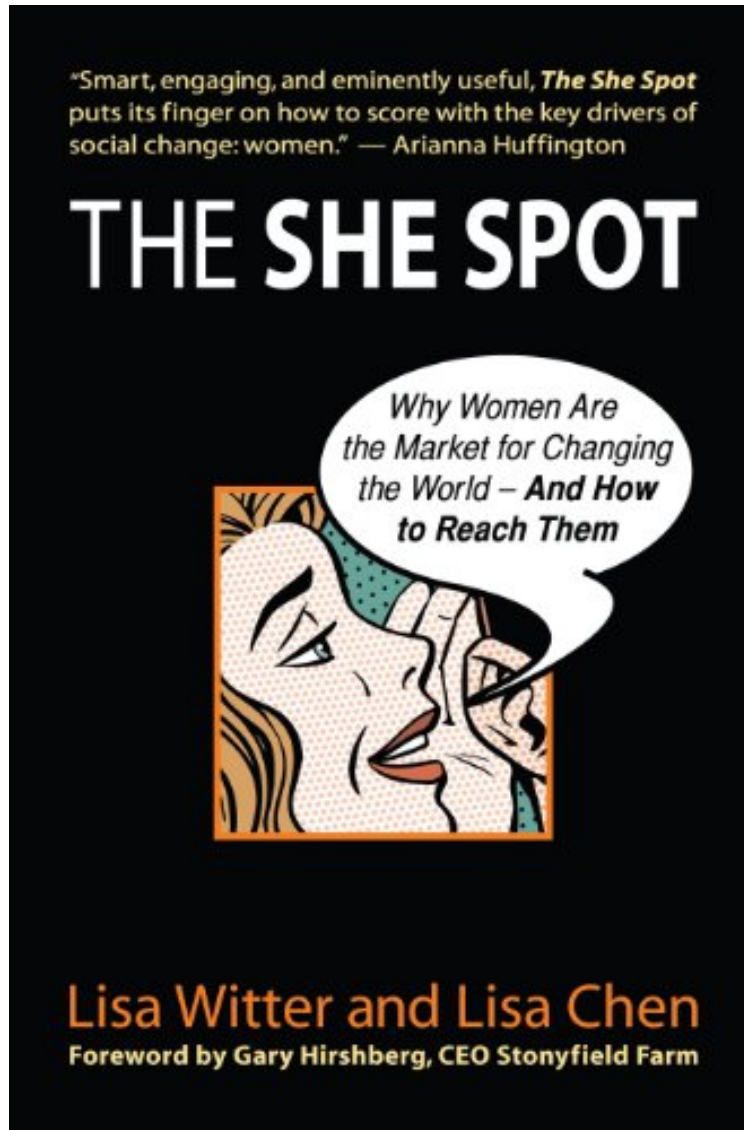


(Download) The She Spot: Why Women Are the Market for Changing the World-And How to Reach Them

The She Spot: Why Women Are the Market for Changing the World-And How to Reach Them

Lisa Witter, Lisa Chen

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Lisa Witter, Lisa Chen : The She Spot: Why Women Are the Market for Changing the World-And How to Reach Them before purchasing it in order to gage whether or not it would be worth my time, and all praised The She Spot: Why Women Are the Market for Changing the World-And How to Reach Them:

0 of 0 people found the following review helpful. Excellent Read, Valuable to Anyone Marketing to WomenBy ShineTYCGreat book and very insightful for marketing to women. It's an easy read and you could easily get finish it in a day or two if you like to read. The book takes the position that women are not a segment of the market, they ARE

the market. The examination of buying behaviors and social identity provides marketers real-life and effective techniques to reach the female buying market and markets influenced by women. ALL MARKETS! I've used the material in the book and my business response has noticeably improved. 0 of 0 people found the following review helpful. Recommended to me by instructor at IUPUI By Lois I am enjoying reading this book that was recommended to me by instructor who taught "The Dynamics of Women's Giving" at Indiana University Perdue University, Indianapolis campus. So far, I am enjoying it! 6 of 6 people found the following review helpful. Most useful, interesting book - get it before everyone else does! By Haley This book is fantastic! It provides research and case studies throughout, and key tips at the end of every chapter, making the ideas super usable and easy to implement. I found myself underlining things on every page and coming up with so many ideas about how to work this strategy into the marketing for my organization! The book is really easy to read- it feels like you are having a conversation with your smartest friend or your favorite mentor. I loved learning about all the cool, creative ideas that people have come up with to do this stuff. It really got me thinking about all the unexplored possibilities for my work. Also - I was skeptical about the idea of "progressive marketing" at first, but this kind of marketing isn't sleazy or manipulative, it's about really reaching people to talk about and take action on the things that you (and they) care about. In an age of too much advertising and media, those of us who want to make the world better desperately need to learn these lessons or we will forever get lost in the clutter. I haven't found any other book that is so useful for anyone who works on progressive causes, works at a nonprofit, runs a student organization, teaches a women's studies class, or just cares about getting their message out to the people who matter.

Offers concrete, field-tested advice for helping nonprofits, social advocacy organizations, and political campaigns connect more effectively with women. Includes examples from both the for-profit and non-profit sectors. Written by top executives from the largest public interest communication firm in the country. The secret to changing the world is hidden in plain sight; in fact, it's half the population. Women vote more, volunteer more, and give to more charities than men do. They control over half of the total wealth in America. Corporations have long recognized the growing power of woman and have been targeting them for years. The She Spot is a practical and provocative primer showing how nonprofits and social change organizations can do it too. Lisa Witter and Lisa Chen reveal surprising insights into women's real social priorities (for example, in one poll only 7% of women identified "protecting reproductive choice," supposedly the women's issue, as a top priority for Congress). They describe four core principles--care, control, connect, and cultivate--for designing messages that will resonate with women of all ages and backgrounds. And using case histories from companies like Home Depot, T-Mobile and Kellogg's as well as nonprofits like MoveOn.org, The American Lung Association and The Environmental Defense Fund, they explain precisely how to put these four principles into practice. This book makes the case that simply painting your marketing campaign "pink" and calling it a day will miss the mark with most women. Witter and Chen show that you can expand your outreach to connect with women in addition to men--think both/and, not either/or. You'll raise more money and recruit more supporters for your cause. In the end, those who hit the "She Spot" claim the power to create a better, brighter world for all of us.

From Publishers Weekly Marketers have always honed in on women, the primary household consumers, but charitable and political organizations have long been less savvy. Target women to garner donations or votes, urge Witter and Chen; female consumers and citizens are not a niche audience but the audience to reach and win over. Women's economic clout grows larger every year, and though they tend to be distrustful of the political process, they vote in large numbers and can tip elections. They are also characteristically altruistic, volunteering more significantly than men and contributing to twice as many charities. Since word of mouth is strong among women, women who care about a particular cause will bring in more contributors. The authors present their material efficiently and engagingly, tackling the motivation--both social and neurological--behind women's contributions and interest, and the methods to appeal to them, from news media to online. Bolstered with helpful chapter takeaway lists and concrete examples of companies that have successfully reached the female audience, Witter and Chen have crafted a thoughtful, helpful guide to nonprofit marketers. (June) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From the Inside Flap The She Spot The secret to changing the world is hidden in plain sight. In fact, it's half the population. Women vote more, volunteer more, and give to more charities than men do. They control over half of the total wealth in America. Corporations have long recognized the growing power of women and have been targeting them for years. The She Spot is a practical and provocative primer showing how nonprofits and social change organizations can do it too. Lisa Witter and Lisa Chen cite eye-opening research that reveals some surprising facts: women are less likely to trust politicians and politics as usual; African American women donate a larger percentage of their income to nonprofits than white women but get asked to give a lot less often; and in one poll only 7 percent of women identified "protecting reproductive choice," supposedly the women's issue, as a top priority for Congress. Building on insights like these, they identify and describe four core principles--care, control, connect, and cultivate--for designing messages that will resonate with women of all ages and backgrounds. And using case histories

from companies like Home Depot, T-Mobile, and Kellogg's as well as nonprofits like MoveOn.org, the American Lung Association, and the Environmental Defense Fund, they explain precisely how to put these four principles into practice. This book makes the case that simply painting your marketing campaign "pink" and calling it a day will miss the mark with most women. Witter and Chen show that connecting with women can help you connect with men too--think both/and, not either/or. You'll raise more money and recruit more supporters for your cause. In the end, those who hit the "She Spot" claim the power to create a better, brighter world for all of us. "Chen and Witter turn identity politics on its head and show the path to winning social change campaigns. The path starts at the She Spot, but it doesn't end until they expose many of the common assumptions that have led too many well-meaning social change efforts astray. Whether you want to stop climate change or raise money for your PTA, here's your manual." --Daniel Silverman, Director of Communications, The James Irvine Foundation

From the Back Cover

Women: the not-so-secret secret to changing the world Women are a huge, uniquely receptive but still underutilized audience for a whole range of social and political causes, not just "women's issues." In *The She Spot*, Lisa Witter and Lisa Chen, top executives in the nation's largest public interest communications firm, explain why women's enormous potential is still largely untapped. Citing examples from both the for-profit and nonprofit sectors, they offer specific, detailed advice--much of which flies in the face of conventional wisdom--on how to better connect with women and advance your mission. "The She Spot may upend some of your long-held assumptions about what makes women--and men--take action and will help you reassess how the personal affects the political. Lisa Witter and Lisa Chen offer us an absorbing and provocative read that guarantees the reader will see gender, politics and the marketplace in a new and clearer light." --Naomi Wolf, author of *The End of America: Letter of Warning to a Young Patriot* "This is wise, savvy, and actually useful thinking by two of the most creative and effective communicators I know. The insights in *The She Spot* have helped us bring millions into the political process. They can help you, too." --Eli Pariser, Executive Director, MoveOn.org Political Action "If you want to create change, you have to hit the She Spot! Lisa Witter and Lisa Chen have created an actionable guide to engaging women hearts and minds and partnering with them to create social change. A must read!" --Lisa Johnson, coauthor of *Don't Think Pink* and author of *Mind Your X's and Y's* "The She Spot is an important book that aptly describes the role that communicating care plays in effective progressive politics." --George Lakoff, Senior Fellow of Rockridge Institute, and author of *Don't Think of an Elephant* "The She Spot elevates the discussion of women's role in transformative social change and offers smart, practical strategies for tapping into the potential of this vital constituency." --Zainab Salbi, Founder and CEO, Women for Women International