



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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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.

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Julia Hayes:

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Kathryn Hill:

Reading can called imagination hangout, why? Because when you find yourself reading a book especially book entitled *The She Spot: Why Women Are the Market for Changing the World-And How to Reach Them* your thoughts will drift away trough every dimension, wandering in every aspect that maybe unidentified for but surely can become your mind friends. Imaging each and every word written in a publication then become one form conclusion and explanation this maybe you never get before. The *The She Spot: Why Women Are the Market for Changing the World-And How to Reach Them* giving you yet another experience more than blown away your brain but also giving you useful info for your better life in this particular era. So now let us

show you the relaxing pattern at this point is your body and mind will likely be pleased when you are finished studying it, like winning an activity. Do you want to try this extraordinary shelling out spare time activity?

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