

**Do you remember,
"Chicken Soup for the Soul,"
by Mark Victor Hansen?**

Today, the Chicken Soup series has over 250 titles and is one of the most well-known brands in the world.

While your organization may not be looking for global recognition, you are ready for the next step in your marketing strategy.



Catherine M. White,
your P.O.W.E.R.R.™ Writers organizer

For more information on how you can build sponsorship for your organization with the P.O.W.E.R.R.™ Writers published non-profit storytelling program, contact Catherine M. White for your free consultation and discover how you can get started by sharing your message with the world.

Catherine M. White, founder of Accelerated Results 365, is a multi-business owner, author, speaker, and innovator with over twenty years of experience in leading individuals and teams to innovative, successful outcomes. Catherine combines her real-world business experience of managing people and resources in the for-profit and not-for-profit sectors to break through barriers by creating inventive tools for growing a thriving organization using her unique system, P.O.W.E.R.R.™.

Published Works:

- Author of "Overcoming Roadblocks to Success"
- Co-author of international best seller "#Love-A New Generation of Hope"

Featured Speaker:

- ACT-W National Conference, Phoenix, AZ
- Here We Grow Conference, Santa Clara, CA
- Women of Influence, Seattle, WA

Podcast Host: Rockstar Achievers

P.O.W.E.R.R.
WRITERS

Building Sponsorship with Your Hero Stories

"Everybody has a story, and there's something to be learned from every experience."

- OPRAH

Do you have a mission to share, but need financial support to bring your message to the world?

P.O.W.E.R.R.™ Writers has the solution: Published Non-Profit Storytelling.

Publishing your organization's hero stories will:

- Provide a unique way to showcase your organization.
- Give you a fresh way to show your success stories.
- Create a lasting, marketable impression to share with your existing and future donors.



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ACCELERATED
RESULTS 365

P.O.W.E.R.R. WRITERS

STORIES DEPICT THE ROADMAP TO PERSONAL VICTORY

Stories are evidence of your mission at work in the world. We help you create a tangible product – a book – for you to distribute, sell, and share with your donor base, stakeholders, and followers. It can even be repurposed as valuable, new social media content (always a challenging task in today's information hungry world).

P.O.W.E.R.R. WRITERS

REMOVES TIME AND MONEY BARRIERS TO SHARING YOUR MISSION AND SUCCESSES WITH THE WORLD

Your resources - time and money - are valuable commodities. You're probably already overwhelmed with several other projects you're working on. With P.O.W.E.R.R.™ Writers, we take on the arduous tasks of recruiting writers, managing the publishing process, and uncovering external financial resources you may need to make the process happen.

P.O.W.E.R.R. WRITERS

ELEVATES YOUR BRAND IDENTITY, CREATING A UNIQUE TOOL FOR SHOWCASING YOUR ORGANIZATION

Brand identity is how the market perceives your organization. Your mission is your message – your brand. By expanding your brand authority through one, two, or a series of books, you'll increase recognition at the local, regional, or national level – at a minimal investment backed by professional writing and publishing guidance.

P.O.W.E.R.R. WRITERS

USES YOUR ORGANIZATION'S STORIES TO ATTRACT FUNDING

Through your published hero stories, your current and future donors have evidence of their funds at work. Your stakeholders see not only a tangible and unique product but also have access to a low cost marketing program to attract future funds at little to no cost to your organization.

P.O.W.E.R.R. WRITERS

THE WRITING PROCESS:

- **Recruiting Clients** – We work with you to choose the right client stories that show their successes and highlight your mission.

- **Writing and Editing** – Once we have selected appropriate clients, we work with them to write their stories, then we provide editing that positions their story to highlight your mission or book theme.

- **Shared Copyright** – We encourage sharing of the stories by providing a shareable copyright with your clients so they can repurpose their own published story to gain publication credit and advance their own recognition.

- **Publishing** – The stories will be compiled into a book which will be published and available for purchase online electronically and in print. We also encourage your organization to sell copies of the books at events such as annual Galas or other events sponsored by your organization.

- **Marketing** – We assist you in marketing the books through various online and social media platforms, thus expanding your branding and visibility.

- **Funding** – We help you find sponsors to fund your P.O.W.E.R.R.™ Writers project so there is no cost to your organization.

