



RESOURCE LIST

Prepare to be a better, smarter, healthier, and more beautiful person!* Now, you'll have plenty of things to talk about at parties and networking events. Heck, you may even become a more interesting person—if so, congrats!

Books

Not all of these are “business” books, strictly speaking, but I think the information and overall principles apply to those of us trying to live a better life while working for a cause.

(Click the titles for more info.)

- [22 Immutable Laws of Marketing](#) by Al Ries and Jack Trout
- [7: An Experimental Mutiny Against Excess](#) by Jen Hatmaker
- [A Curious Mind](#) by Brian Grazer
- [A Path Appears](#) by Nick Kristoff and Cheryl WuDunn
- [Big Magic](#) by Elizabeth Gilbert
- [Blue Ocean Strategy](#) by W. Chan Kim and Renee Mauborgne
- [Boundaries](#) by Henry Cloud and Dr. John Townsend
- [Building a StoryBrand](#) by Donald Miller
- [Content Inc.](#) by Joe Pullizzi
- [Daring Greatly](#) by Brene Brown
- [Design Your Day](#) by Claire Diaz-Ortiz
- [DotComSecrets](#) by Russell Brunson
- [Essentialism](#) by Greg Mckeown
- [Half the Sky](#) by Nick Kristoff and Cheryl WuDunn
- [In Defence of Food](#) by Michael Pollen
- [Just Mercy](#) by Bryan Stevenson
- [Leading Change Without Losing It](#) by Carey Nieuwhof
- [Leap First](#) by Seth Godin
- [Living Forward: A Proven Plan to Stop Drifting and Get the Life You Want](#) by Michael Hyatt and Daniel Harkavy
- [Love Works](#) by Joel Manby
- [More or Less](#) by Jeff Shinabarger
- [Not For Sale](#) by David Batstone
- [People Over Profit](#) by Dale Partridge
- [The 4-Hour Work Week](#) by Tim Ferriss
- [The \\$100 Startup](#) by Chris Guillebeau



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- [*The E-Myth Revisited* by Michael E. Gerber \(my review\)](#)
- [*The Fiery Trial: Abraham Lincoln and American Slavery* by Eric Foner](#)
- [*The Locust Effect* by Gary Haugan and Victor Boutros](#)
- [*The Road Back to You: An Enneagram Journey to Self Discovery* by Ian Morgan Cron and Suzanne Stabile](#)
- [*The Starfish and The Spider* by Ori Brafman and Rod Beckstrom](#)
- [*The Tipping Point: How Little Things Can Make a Big Difference* by Malcolm Gladwell](#)
- [*Visoneering: God's Blueprint for Developing and Maintaining Vision* by Andy Stanley](#)
- [*When Helping Hurts: How to Alleviate Poverty Without Hurting the Poor or Yourself* by Steve Corbett and Brian Fikkert](#)
- [*Where Am I Eating?* by Kelsey Timmerman](#)
- [*Where Am I Giving?* by Kelsey Timmerman \(my *chat* with the author\)](#)
- [*Where Am I Wearing?* by Kelsey Timmerman](#)
- [*You Are a Badass at Making Money* by Jen Sincero](#)

By the way, I “read” books via [Audible](#). If you’d like to give it a try, [click here](#) for a free 30-day trial which includes two free audiobooks to keep even if you cancel.

But if you’re short on time, you can also try [Blinkist](#), which provides 10-minute summaries of popular books.

Articles

Here are some quick-read articles to help you succeed:

- [Warby Parker Had a Mission. It’s Customers Didn’t Care. Here’s How the Company Changed Their Message.](#)
- [How to Never Feel Like You’re Selling Again](#)
- [Does “For Cause” Make It Ethical?](#)

Research

Here are some great resources for facts and figures:

- [2020 Cause Marketing Stats You Should Know](#)
- [Case Foundation](#)
- [Cone Communications](#)
- [For Momentum’s Cause Marketing Glossary](#)
- [The Chronicle of Philanthropy](#)
- [The Small Nonprofit](#)



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Podcasts

Living in Atlanta means a lot of drive time, but without a commute, I now listen to a lot more podcasts than books. Here are a few I always look forward to:

- [Building a Story Brand](#)
- [Business Boutique](#)
- [Business with Purpose](#)
- [Cause Talk Radio](#)
- [Rank + File](#)
- [The Tim Ferriss Show](#)

Conferences

I love, love, love a good conference! In fact, many of my vacations and travel tend to revolve around them.

- [Business Boutique](#)
- [Catalyst Conference](#)
- [Engage for Good](#)
- [Justice Conference](#)
- [Plywood Presents](#)
- [Rank + File Retreats](#)
- [TEDx Conferences](#)
- [The Orange Conference](#) and [Orange Tour](#)
- [The McCain Institute's Human Trafficking Events](#)
- [Yellow Conference](#)

Email Lists

I know you don't want any more email, but these are worth a look!

- [Help A Reporter Out](#), Journalists/Bloggers Looking for Sources (*my tips*)
- [PodcastGuests.com](#), Find Opportunities
- [Social Media Examiner](#), Social Media News and Tips

Business Software

- [Acuity Scheduling](#), Online Appointment Scheduling
- [Asana](#), Project Management (*getting started guide*)
- [BeLive](#), Hosting Interviews on Facebook Live
- [Calendly](#), Online Appointments



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- [Funraise](#), Fundraising and Donor Management
- [G Suite](#), Branded Email, Online Storage, and More
- [HelloSign](#), Send Contracts and Legal Docs Digitally
- [HotJar](#), Website Analytics and Feedback
- [Leed Feeder](#), See Who's Visiting Your Website
- [Loom](#), Screen Recording
- [MailChimp](#), Email Marketing
- [Rescue Time](#), Automated Time Tracking
- [Smarterqueue](#), Social Media Scheduler (Get a 30-day trial) ([See my review](#))
- [Squarespace](#), DIY Websites ([see my review](#))
- [Sumo](#), Website Tools
- [TimeCamp](#), Time Tracking
- [Tiny JPG](#), Shrink Image Size
- [Zoom](#), Video Conferencing

Other Tools

- [1 Password](#), Password Keeper
- [Canva](#), DIY Graphics
- [Dropbox](#), Online File Sharing
- [Evernote](#), My Everything Keeper
- [Pexels](#), Free Stock Photos
- [The Contract Shop](#), Legal Contracts and Templates ([read this blog post](#))
- [Unsplash](#), Free Stock Photos

Additional Resources

- [Audible](#), Audiobooks (Get 2 FREE books!)
- [Aqua Notes](#) for all that thinking you do in the shower!
- [Charity Charge](#) credit card
- [Five-Minute Journal](#) by Alex Iconn and UJ Ramdas
- [Moo](#), Business Cards and Printing (Get 25% off!)

Miscellaneous

- Nonprofits, you should definitely be pointing your supporters to [smile.amazon.com](#). This is one of the easiest ways to donate to your cause.
- Along the same lines, if you have a resource center on your website or often refer people to books and products found on Amazon (like I do!), you should register for an [Amazon Affiliate](#) account. It's easy!



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Anything I should add? Let me know!



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