



How to be a Social Entrepreneur: Make Money and Change the World

Robert Ashton

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How to be a Social Entrepreneur: Make Money and Change the World Robert Ashton
Don't just make money...make a difference.

As a social entrepreneur, you can build a business that changes the world. But you will face some unique challenges. This book will prepare you for them.

Packed with advice, inspiration and real-life stories, it will help you:

- Define what you want to do and why you want to do it
- Find the right kind of funding
- Build a brand that makes you unique
- Find a team as motivated and inspired as you are
- Measure the impact you're having

How to be a Social Entrepreneur is the only social enterprise start-up guide you'll ever need.

"This is the seminal book on social enterprise"

—**Martin Murphy, Network 2012**

"An essential read for any aspiring or existing social entrepreneur. Full of practical examples of real life social enterprise scenarios and written in Robert's usual uncomplicated format"

—**Marc Davies, Wales Co-operative Centre Limited, walescoop.com**

"Social enterprises need social entrepreneurs. This book will help you decide if you've got what it takes to be one"

—**Peter Couchman, Chief Executive, Plunkett Foundation, plunkett.co.uk**

"This very practical book will guide you as to what it takes to be a social entrepreneur. Enjoy it and then do it!"

—**Lord Andrew Mawson OBE, author of *The Social Entrepreneur: Making Communities Work*, amawsonpartnerships.com**

"I was genuinely impressed by how comprehensive it is!"

—**Peter Holbrook, CEO, Social Enterprise Coalition, socialenterprise.org.uk**

"A treasure trove filled with practical insight and knowledge that will give you the edge to start, grow a sustainable and successful social enterprise"

—**Stephen Gyasi-Kwaw, CEO/Founder Youth Enhancement Int.Ghana**

"I particularly enjoyed the section on sales, which is a fundamental topic too often neglected"

—**Andy Brady, '3rd Sector Futures', Anglia Ruskin University, anglia.ac.uk**

Robert Ashton is a leading small business troubleshooter, entertaining small business speaker and the bestselling author of many business books including *How to Start a Business for Entrepreneurs*, *Instant*

Entrepreneur and The Entrepreneur's Book of Checklists.

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