

A photograph of a desk setup. In the foreground, a white laptop is open, featuring a custom keyboard with many colorful keycaps. To the right of the laptop is a white mug filled with coffee on a matching saucer. In the background, a mouse with red lights is visible. The scene is set on a dark desk with some papers and a colorful highlighter in the background.

CONSCIOUS PROFITS
YOUR GUIDE TO STARTING
A PROFITABLE AND
SOCIALLY RESPONSIBLE
ONLINE BUSINESS

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Table Of Contents

01

A New Approach To Capitalism:
The Regenerative Economy

02

The Rise of Social Marketers

03

Smart eBusiness & The Rise Of The Social
Retailer Revolution

04

The Future Of Entrepreneurship:
The Smart Difference

05

The Social Retailer Online Business Revolution

A New Approach To Capitalism

THE NEXT ECONOMY

WHAT DOES IT LOOK LIKE?



We are living in an era of global threats, social unrest and accelerating inequality. Because of this, there has been an increasing number of thought leaders and policymakers questioning the long-term viability of today's dominant form of capitalism. Even the rise of terrorism is fueled, at least in part, by the repression and exploitation of the economically and politically disempowered. The approach to consumption capitalism will no longer work for a healthy future.

Thus, a new kind of entrepreneur has emerged. It is the activist entrepreneur who notices today's mainstream economic debates are usually couched in liberal versus conservative ideology. Activist entrepreneurs believe a much deeper inquiry is required, one that examines the unquestioned assumptions of both the left and the right, "Does exponential, undifferentiated economic growth really define the path to long-term prosperity?" And thus was born Regenerative Capitalism. It is different than the extractive capitalism that has ravaged our planet for generations.

At the same time, a multitude of innovators and entrepreneurs around the world are experimenting with practical ways to reimagine capitalism so that it works for all levels of society, as well as for the planet. In our terms, the common goal is to create a self-organizing, naturally self-maintaining, highly adaptive Regenerative form of capitalism that produces lasting social and economic vitality for global civilization as a whole. This has given rise to Socially Responsible Commerce and the Socially Responsible Marketer,



So what is Social Marketing and why is it so important? Social Marketing is not to be confused with Social Media Marketing. Social marketing is the sustainable approach to socially responsible manufacturing, products and the retailers that sell them. These are retailers who sell things that are regenerative to the planet. They are the retailers who provide services to consumers that are non-toxic and earth-friendly. Social marketing is the use of Socially Responsible marketing principles and techniques to improve the welfare of people and the physical, social and economic environment in which they live. Social marketing and social retail don't exploit people or the planet in order to make profits. This is the fundamental shift in modern capitalism. Exploiting for profits is over, and regenerative conscious

