



**SMILES4SALE**  
THE GLOBAL MARKET FOR GOOD DEEDS



## **SMILES4SALE MANUAL:**

# **LOCAL SMILES4SALE PROJECTS**

Do you work with people who can benefit from being smile sellers?  
Consider starting a smiles4sale project!  
This manual tells you the basics of how to do it.

In this manual we will share some hints and suggestions for local organisations interested in starting a smiles4sale project with their target group. You may want to offer the people you work with the opportunity of becoming a smile seller. It will give them the uplifting experience of doing something meaningful for their community, allow them to show the world what they are capable of, and provide them with a little extra income.

Since you know your local situation and people best, and have experience in working them, only you can design a suitable approach. We hope this basic outline can help you.  
We will share thoughts on how to engage and select participants, how to help them get started, support them as smile sellers, and (help) sell good deeds.

## **WHAT WILL YOUR ORGANISATION NEED?**

Doing a smiles4sale project requires:

- People who want to become smile sellers
- A reliable internet connection
- The capacity to take and e-mail photographs
- The capacity to write and type brief texts in a common language, for example English, Spanish or French
- A channel to receive payments
- The capacity to do good deeds and report on them within 3 weeks. This may require managing smile sellers to get things done on time.



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The role of your organisation depends on what the smile sellers can and can't do themselves. Can they access internet without your help, or not? Can they compose a brief report? Can they organise a good deed reliably within 3 weeks after an order comes in? Allow smile sellers to do as much as possible independently, and assist them with whatever is not within their reach.

## ENGAGING SMILE SELLERS

The best way to engage people is often by speaking to them in person. Speak to them one on one or organise a meeting. A visual explanation and examples can be helpful in explaining the idea. You could show them the short video explaining smiles4sale and the examples of smile sellers participating so far.

## SELECTING SMILE SELLERS

People who would enjoy doing good deeds, have a creative spark and are reliable, make the best smile sellers. Especially to people from groups usually considered 'needy', becoming a smile seller can make a big difference. It allows them to be the helper for once and profit from both the income and the experience. We also believe buyers will be especially interested in such smile sellers.

## GETTING STARTED AS SMILE SELLERS

Once you have found participants, each smile seller should:

- Offer between 1 and 5 good deeds
- Paint a sign with one of them on it
- Have a photograph with the sign, and brief personal description

Check out the ideas manual and presentation manual for smile sellers for a further explanation on how to do this.

A nice way to organise the first steps is by inviting participants to one or more workshops. You can brainstorm good deeds with the group, share paint and creativity making the signs, and do a collective photo session in which each participant is photographed individually with their sign. Also write a short introduction about each smile seller.



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## GOOD DEED TEST

If possible, we recommend doing a trial good deed. You could choose one day on which all the smile sellers do a good deed and a photographer accompanies them. Afterwards, you can get together and write down the stories of how it went.

## REPORTING ON GOOD DEEDS

It makes good deed buyers very happy to see and read what happened, and how people reacted. Take a look at the deed and report manual for some suggestions on how to make a nice report.

Depending on the people you work with, you might need to help making a report. Perhaps they need access to internet or computers, help typing or translating into a language the receiver will understand, or advice on what to write about. If necessary, you could conduct a short interview and write a short report from the perspective of the smile seller.

## SELLING GOOD DEEDS

Once smile sellers have their own good deed menu, photograph and introductory text, you can help them offer this service online. On the smiles4sale site, we present each smile seller. You will also need a separate channel for sales that we can refer to. You may consider:

- Fiverr, a website where people from all over the world can offer services for \$5 or more. Fiverr receives \$1 of every 5.
- eBay
- Your own website
- Simply using e-mail

Buyers will prefer a channel that indicates you are trustworthy, or even guarantees their purchase. They will feel more comfortable buying through eBay or Fiverr than through your site or e-mail.

Another way to win the buyer's trust is by accepting part of the payment in advance and the rest only after the good deed report has been sent.

Once the smile sellers are presented on the internet, invite all your contacts to take a look. Use your social media accounts to make it known, send out e-mails, and mention it on your website. People who already know and support you are most likely to buy good deeds.



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Apart from internet you can consider other ways to sell good deeds. Good deed sellers could promote their signs at a place where many tourists gather. Or you could organise a good deed auction with guests you think would be interested in buying.

## **RECEIVING PAYMENTS**

Some smile sellers may have the option of receiving payments themselves through their bank account or with Western Union. You can help them organise this. In other cases your organisation could receive the payment and pass it on to smile sellers. Buyers want smile sellers to profit from the good deed sales. If your organisation is managing the budget and covering costs for the good deeds, communicate to buyers how much will go to the smile sellers.

## **once orders come in**

When an order comes in, it is important to notice this within a day and send the buyer a reaction. Let them know when they can expect the good deed report. This means the smile seller must be available and able to get busy upon short notice.

Depending on the smile seller, you may or may not have to:

- be in regular contact to make sure things are going smoothly,
- organise a camera and somebody to take pictures,
- help with the report,
- help with receiving a payment.

If any trouble occurs that causes a delay, contact the buyer to explain the situation. They will be happy to hear from you.