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## **Emmy Award-Winning Director Releases Debut Book on Conscious Advertising**

TAMPA, FL, August 30, 2019 - What if all businesses used their voice as a force for good?

Three-time Emmy award-winning director and CEO Tim Moore answers this question and more in his debut book, titled *Sold on Purpose*. As a curiously driven entrepreneur, Moore has become a leading expert in purpose-driven marketing over the last decade, and has developed emotionally compelling campaigns for brands all around the world.

“Sold on Purpose is about providing the deeper meaning of why your business exists and what problem it solves in the world. It’s the story of why,” said Moore. “Because today’s consumers don’t buy what you do. They buy why you do it.”

*Sold on Purpose* is a definitive guide for marketers at all levels of their careers. Moore uses high profile case studies, entertaining anecdotes and witty observations in this comprehensive, easy-to-understand book to show marketers how to navigate this new era of leveraging brand power as a force for good.

“Every business is given a unique gift, an opportunity to use their platform as a force for good,” said Moore. “Ultimately the stories we tell today, shape the world we live in tomorrow.”

Now available for purchase in both paperback and hardcover on [Amazon](https://www.amazon.com), all proceeds from the purchase of *Sold on Purpose* will go to the [Tampa Foundation](https://www.tampafoundation.org), a 501(c)(3) non-profit focused on inspiring communities through positive public art. Images and details of the book can be found online at [soldonpurpose.com](https://soldonpurpose.com)

**About The Author:** Tim Moore is a three-time Emmy award-winning director and CEO of Diamond View, a creative video agency headquartered in Tampa, Florida. He is also the founder of the Tampa Foundation, a 501(c)(3) non-profit focused on inspiring communities through positive public art.

To arrange a book signing or interview, contact Zoe Seroky at 813.972.5400 or [zoe@diamondviewstudios.com](mailto:zoe@diamondviewstudios.com).

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