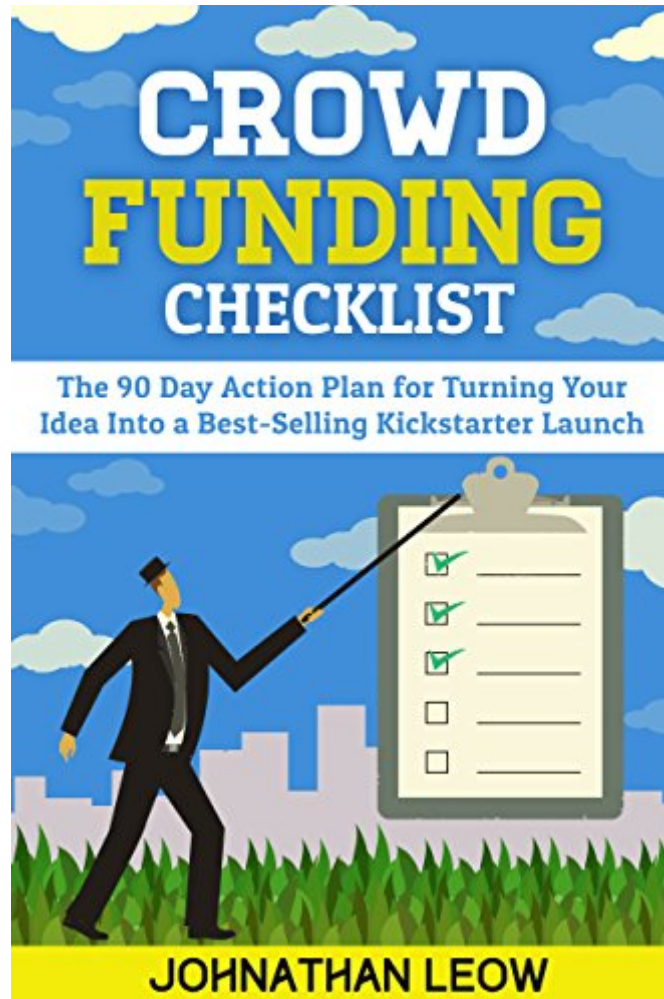


The book was found

Crowdfunding Checklist: How To Raise Money For A Best-Selling Kickstarter In 90 Days



Synopsis

Truth Is- Running a Crowdfunding Campaign Is Extremely Exhausting And it gets worst when you do not have a clear course of action. You have a million and one things to do: assemble a team, conceptualize product, plan, do a video, write pitch copy, raise awareness and of course, launch your campaign. When I first did an Indiegogo campaign, I was inexperienced and quite overwhelmed by the sheer amount of effort required. Figuring what to do was difficult enough; actually getting those tasks done was a whole different level. Add to that, the biggest nagging fear I had was missing out on critical steps that could derail the campaign. Do you ever wish for a trusted, easy to follow, actionable crowdfunding checklist? Back then, I wished that such a checklist existed. It would have broken down the challenging process of doing crowdfunding into bite-sized steps and made my life easier. Today, you don't have to experience the same headache as I did. Follow the 78 Step Plan for Turning your Idea into a Best-Selling Kickstarter Launch • Crowdfunding Checklist-The 90-Plan For Turning an Idea into a Best-Selling Kickstarter Launch • details an actionable blueprint for preparing, launching and operating a successful crowdfunding campaign in 90 days. You'll learn how to: Settle activities that rely on other people first Kickstart prelaunch buzz about your campaign early on Look out for key things when getting your video done Get your campaign page setup properly Assemble a power-packed media contact list to pitch your project Get a groundswell of sales flooding in when you first launch Keep your backers happy Pace yourself throughout the 90 Days so you don't burnout. You can do a successful crowdfunding launch in 90 days! Just follow this blueprint and you'll learn a proven system for getting the capital you need. Would You Like To Know More? Download now and start your crowdfunding campaign TODAY! Scroll to the top of the page and select the "Buy" button.

Book Information

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Customer Reviews

The first problem with this book is the author's credentials. He ran one successful campaign, and has been "a crowdfunding advisor to over 20 startups." Now doing something once is a lot better than not having done it at all, but climbing one mountain or flying an airplane once doesn't qualify you to write books on those activities. I looked at his Indiegogo campaign, and it was certainly a high-quality professional job. But the other 20 could mean anything from answering a couple of questions for a buddy to being a paid manager of successful campaigns. I suspect the truth is closer to the former or the author would have said more about his advisor gigs. Anyway, I'm worried about a marketing book that cannot market itself or its author convincingly. There's a lot more to being an expert than doing something once. I would expect a crowdfunding author to know something about the legalities of the process and the financing aspects, to be familiar with inside details of how funding sites work and to have statistics and case studies about successful and unsuccessful campaigns. He doesn't have to be a lawyer, investment banker, marketing professor, data guru and CEO of KickStarter, but you'd expect him to have read books by and spoken to people like these; and to have credentials in at least one of these areas. Also, I'd like the author to address the range of crowdfunding applications, but most of the advice in this book assumes his specific experience, raising money to build a retail physical device. That leaves out charitable ideas, services, business-to-business and other large swaths of crowdfunding. It's not just the lack of credentials, it's obvious from the book that the author has never thought about issues beyond his narrow scope.

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