



## **Synopsis**

In *CrowdFunding: The Next Big Thing*, money-raising expert Gary Spierer reveals the secrets of raising capital in the digital age. He outlines the ins and outs of the five major capital-raising strategies, including how the current Kickstarter type crowdfunding differs from crowdfunding equity. The new world of crowdfunding equity can be hard to navigate due to numerous regulations, and the challenge of keeping crowds engaged. Crowdfunding start-ups is a platform made possible thanks to the recent JOBS Act. Now even the small guy can invest in early stage companies and potentially strike it rich with the crowdfunding platform and the investing and business-building tools provided in *CrowdFunding*. Spierer guides readers through the seven steps that any start-up business can employ to ensure success in raising money and building a business. With a great idea and design, a start-up needs to thoroughly and repeatedly research and pretest its product in the marketplace until the ideal niche is narrowed down in order to attract the most customers. Spierer points out that too many entrepreneurs believe that if you build a field of dreams they will come. He shows in detail how to drive traffic, get them to come to your field of dreams, and stay. In *CrowdFunding*, entrepreneurs will learn about successful pitches and how to pitch concepts in person or on crowdfunding websites. They will learn how and when to use one or more of the five money-raising strategies in the digital age. According to Spierer, "The perfect pitch comes from refining and distilling core ideas over and over." They will also learn about the new SEC regulations imposed to protect investors. Spierer lays out all of the exciting new platforms for marketing a product or service start-up interactively via the infinite possibilities and fluctuations of social media, mobile, and the web. He explains how to work with the savvy consumer of today, who expects to be part of the marketing conversation. Spierer's book shares the secrets that venture capitalists have employed to identify potential blockbuster investments and how the same approaches can be deployed in analyzing crowdfunding opportunities.

## **Book Information**

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## Customer Reviews

If you are looking for specific advice for your crowdfunding campaign, do NOT buy this book!!If you just want a general overview of crowdfunding (and pretty much starting a company) with broad advice, this is the book for you.It is very general and does not provide any clear action steps in terms of specific software to use, strategies to implement, etc. to boost your crowdfunding campaign.

The book is very wordy. The concepts concerning crowdfunding could have been presented in 50 pages or less. I think it would have been better for the author to focus only on crowdfunding instead of jumping into the topic of entrepreneurship. The author does seem to get a lot of research from other popular business books and Wikipedia. It does prescribe some kinds of an entrepreneurial process but it is too generic to be of any use (with most examples coming from other books).One thing that I found unusually is that after finishing reading the kindle version, the last page is a section from to recommend some extended readings (â œCustomers who bought this book also boughtâ •).The list seems atypical to me.Remedies for reluctant romantics by Tio StibA Sea of Dead by Robert FowlerLuck of the Devil: Book 1 by Jack CollinsFinding happy by Bev TaylorWriting Habit Mastery by S.J. ScottI wish I could upload the screenshot. None of them is related to crowdfunding nor entrepreneurship. So, people who read this book also like to read novels! I assume that the system is objective (based on actual purchases). The two things just don't add up.One potential explanation is that people who give this book 4-5 stars ratings are people who donâ™t usually read business books and do not know the standard orâ|. You can make your own speculation.

I have heard Gary Spirer speak at several events and conferences on the topic of Crowdfunding

and when I heard he was coming out with a book I HAD to read it. I expected to get a ton of great content about crowdfunding and I was not disappointed. In fact, what I found was much more than just a book "about" crowdfunding. This book gives very practical advice for everyone involved in capital raising including the Entrepreneur and the Investor. For Entrepreneurs, this book teaches how to build a successful business and attract capital in several creative ways. It also teaches how to build a business that you can step away from or take a vacation without the walls crumbling down around you. For Investors, this book teaches how to create a winning strategy to invest in the right companies. Great Read!

The advice given in this book is aimed at people looking to prepare their business and products for investors and crowd-funders, but it applies to any business and the detailed self-examination that is required to prepare for investment consideration can benefit any business! This book does also have specific advice for those that are looking to launch their own crowdfunding project that will put you ahead of the game. Highly recommended! Thank you for making this book available for the free giveaway!

This book gives some great insight into the world of crowdfunding. Book takes on the topic from baby steps to becoming a pro. Even those who believe the idea to be simple, book still has much more to offer and leaves you with crystal clear picture of this new funding model. For students who are interested and curious about, its the easiest way to get started. MUST READ.

This book I predict will become a classic for anyone who wants to know how to raise money whether you are a small or large investor or an entrepreneur, small business person or creative type. To me, this book is truly the best in the business. I love the writing style and the fact that Spierer starts from the very beginning with brutal honesty and continues the same candidness to the very end. Work smart. Learn how to get more with less. Work hard to build a solid foundation or money machine. Then, enjoy the fruits of your strategic thinking. This book shows Gary's passion to get you results by giving you a road map to how all the pieces of money-raising fit together. What he shows is that underlying the 5 major money-raising strategies he lays out-crowd funding Kickstarter; product launches; crowdfunding equity; crowdfunding loans and borrowing and private placements-there are common elements. Instead of looking at each money-raising strategy as unique, you learn that there are basic elements to presenting and pitching that lead to success. Then you are shown how all these strategies fit into digital world marketing and advertising. You learn how to leverage

inbound and outbound marketing -when and how to build your message. Then how to write and convey your Unique Selling Proposition, positioning, brand and message using social media, mobile and the web. Lastly, Gary Spierer points out numerous opportunities for investment and for building businesses that are at their infancy and will grow dramatically with crowdfunding and the other ways to raise money in the digital age.

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