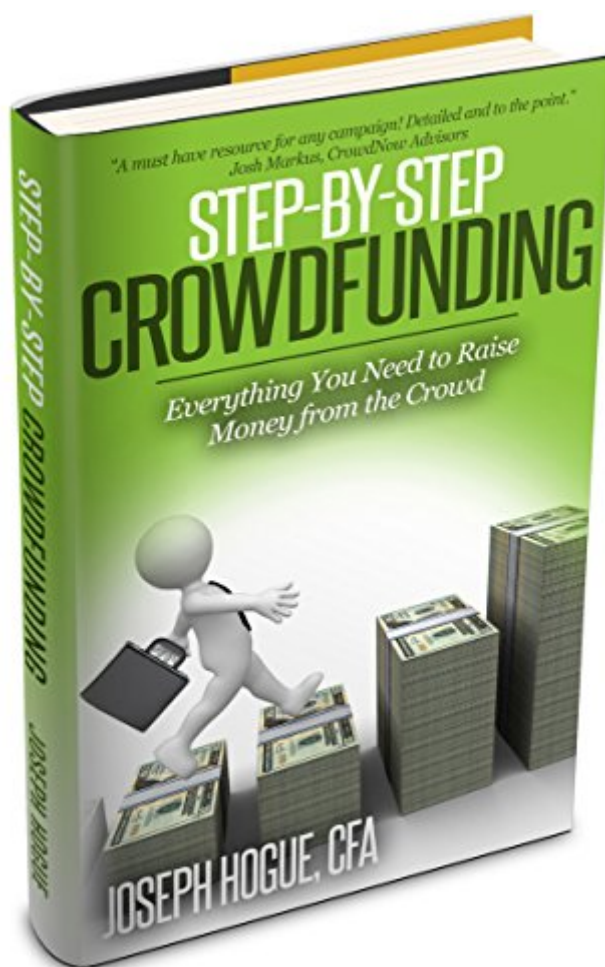


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# Step By Step Crowdfunding: Everything You Need To Raise Money From The Crowd For Small Business Crowdfunding And Fundraising



## Synopsis

Ever wonder how some people raise money crowdfunding and fundraising time and again while 60% of campaigns fail? Even Hollywood fame hasn't been able to save some crowdfunding campaigns from epic fails. It's because with all the media attention around crowdfunding, no one covers the actual process of how to run a successful campaign! In this step-by-step guide, you will find the actual process you need from idea conception through pre-launch and fulfillment to make your fundraising or crowdfunding campaign a success. I skip all the history of crowdfunding and why it is a great tool for your business to go straight to the point, how to put your campaign on the path to beating its funding goal. How to put your crowdfunding idea together and how much you can raise (pg 14) How to research prior fundraising campaigns to find your campaign's magic number (pg 42) How to find journalists, crowdfunding bloggers and fundraising influencers that will spread the word about your crowdfunding campaign (pg 83) How to build community and keep your backers coming back time and again to support your small business (pg 152) Whether you're Kickstarter Crowdfunding or Raising Money for a Small Business Startup, this Book is for You! I have been consulting with crowdfunding campaigns and fundraising for years, from business startups ready for equity crowdfunding to small projects just looking for a few thousand to get off the ground. Check out my blog at Crowd101 and you'll see what I mean. Check out the reviews for the book, the proof is right there. If you are ready to get your Kickstarter crowdfunding campaign started right and don't want to risk wasting months of your time by not meeting your crowdfunding goal, you MUST know the process. Skip the libraries worth of books talking about the history of crowdfunding or why it is such a revolution in finance. Buy the only crowdfunding book that offers a step-by-step approach to small business funding, nonprofit fundraising and launching your personal project. Other Crowdfunding books focus solely on either charity fundraising or small business startups, Step by Step Crowdfunding covers any crowd funding need. For nonprofit organizations and charities, you'll learn how to build a real community around your mission by using the power of the crowd. The book covers real fundraising hacks to create a spark locally before leveraging social media and crowdfunding to beat your goals. For small business startup funding, you'll learn how to use crowdfunding as an online extension of your company. I cover the real benefits of crowdfunding that go way beyond small business funding to customer loyalty and viral marketing. You'll learn exactly why I tell every entrepreneur that, "All businesses should be crowdfunding, even if you don't need the money." Learn how to take your nonprofit charity or small business startup to the next level. Scroll back up and click buy. Don't Miss your Opportunity at the Crowdfunding Revolution! The internet revolution connected the world. The social media revolution has connected people. The

crowdfunding revolution will change the way we think about finance to connect backers with entrepreneurs and nonprofit organizations. Less than 3% of small business owners are taking advantage of the crowdfunding revolution and many nonprofit organizations are missing out on the opportunity. Worse still is that when many finally decide to launch a crowdfunding campaign, it's based on the myriad of misconceptions about crowdsourcing and raising money from the crowd. Don't jump into the crowdfunding revolution thinking you're going to raise \$50,000 with the next potato salad campaign on Kickstarter.

## **Book Information**

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## **Customer Reviews**

I just finished reading Step by Step Crowdfunding: Everything You Need to Raise Money from the Crowd for Small Business Crowdfunding and Fundraising Kindle Edition by Joseph Hogue, and what I can say about this book is that it is everything that it sells itself to be. It is a simple step by step guide in fundraising that is simple to use and understand. Other fundraising guides are written above your head, using language that makes it very difficult to follow. If your not a member of NASA or some large Corporation than that kind of jargon is going to be above your head. This author is

very aware of that however, as he uses casual language to communicate his ideas on how fundraising is a method in raising cash that should not be overlooked simply because your not a multi million dollar Corporation. If you utilize his ideas in his simple to follow format you are going to find that you will have an additional source of revenue for your business that shouldn't be overlooked. The books format is laid out in an easy to read simple to digest form that makes going through the crowd-funding process that much easier. It's very well put together. 5 stars.

I have been researching this for a while. I have also been listening to a crowdfunding podcast and talking to a crowdfunding agency. This book covered all the points that I have been learning about from multiple sources, yet did not have any fluff to waste your time. It covers pre, during and post points to consider. Update. After completing a successful crowdfunding campaign my recommendation of this book still stands! I got it on Kindle and it was super convenient to read.

As the title says, this book step by step describes the process of crowdfunding. Without a good campaign crowddunding can not be successful. This book beautifully explains the six important facts needed to be successful in crowdfunding. Whether it is a small business or a large business, a good social network and teamwork play major roles. The book covers all major aspects of crowdfunding from start to end. Highly recommond this book to the people who really want to understand what is crowdfunding.

Although the the writer gives good suggestions and blueprint for a successful campaign, this book is geared to major campaigns with staff and substantial upfront money. The number of professionals and support staff he envisions to hire would not suit a small one or two person effort. The concept of multiple party hostings to recruit big supporters and reward them would mean over half your money would go to recruitment and 30% to rewards , and little to the actual project.

This is a brilliant step by step guide on how to do do crowdfunding. Having worked at a nonprofit, these tips would have come in handy to get donations or financial assistance for needed supplies or equipment. I've seen other books with the subjects and even done some webinars but they didn't go as in depth as this book with tips and information. Definitely recommend!

Crowdfunding is simply another source of financing. It's about building a crowd around your business and building a sense of community around a product or idea. There are literally thousands

of crowdfunding sites and this book outlines many of them, From raising money for creative projects.. to raising money to pay for medical bills.

It is a to-the-point crowdfunding guide, with the useful tips for those crowdfunding for the first time. As Mr. Hogue said, it's not that simple to raise money through crowdsourcing. There are things to consider and do far before the launch. And that's the real value of this guide - it teaches you how to set the stage; something many are missing to do, which causes their campaigns to fail.

I couldn't be happier with this book. I researched and downloaded the first chapter of about 10 different crowdfunding books and was thrilled to choose this one. It doesn't waste any space and addresses many of the issues you face when approaching this form of investment in an idea or new product. It is encouraging without being pie-in-the-sky. I'm going to use the knowledge I've gathered in it to crowd-fund my book, Tessalation!

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