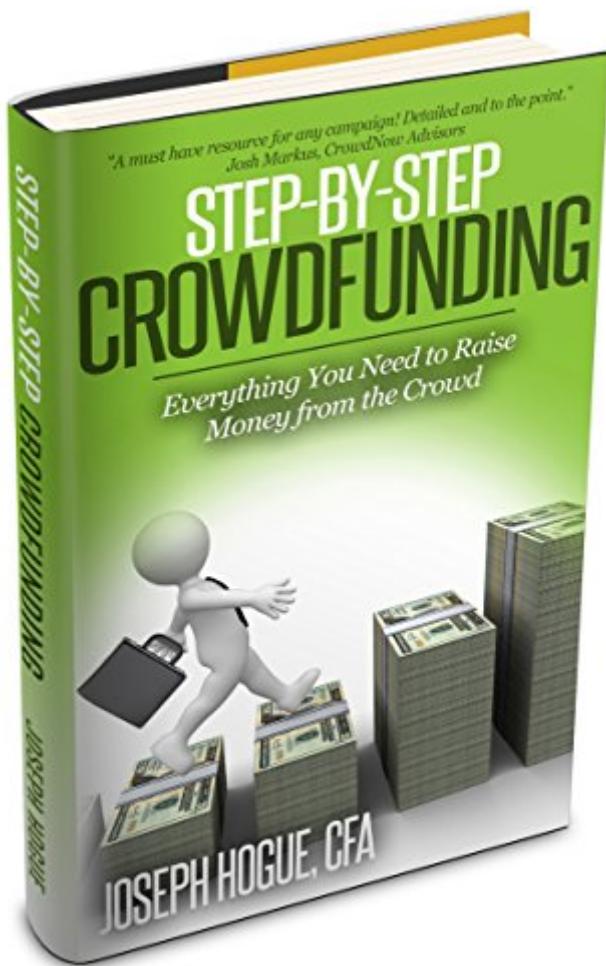


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# Step By Step Crowdfunding: Everything You Need To Raise Money From The Crowd For Small Business Crowdfunding And Fundraising



## 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! You 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**

Crowdfunding was a concept all but unknown before the advent of the internet and social media. Over the past several years it has become an increasingly popular way to fund projects. However, as "Step-by-step Crowdfunding" by Joseph Hogue, points out, a majority of crowd funding attempts do not reach their goal, and some wind up raising nothing. How to run a successful crowd funding campaign is the message of the book. The subtitle of the book, "Everything You Need to Raise Money From the Crowd," is an apt description of its contents, since Hogue covers clearly and in detail every aspect of crowdfunding. The book is divided into three parts, the first two of roughly

equal length, the third much shorter. The first part is “Pre-Launch Crowdfunding.” It covers such topics as shaping a successful crowdfunding idea, choosing a crowdfunding platform, campaign research, setting realistic goals, creating and driving visitors to your campaign blog, and marketing. Part Two of the book is “Running a Successful Crowdfunding Campaign.” Here Hogue focuses on the campaign itself, emphasizing issues such as how to build community around your campaign, getting the best bang for your crowdfunding marketing, and keeping your community motivated. The last section, “Post-Campaign Fulfillment and Community,” discusses how to fulfill your promises and keep the momentum going. Anyone who is considering a campaign should first read this book. For that matter, even if you’re not planning on a crowdfunding venture, reading this book is still valuable, since several of its chapters contain worthwhile general information on using social media to your advantage. I received a pdf copy of this book from the author in exchange for writing an honest review, which I am happy to provide.

I have read dozens of books on crowd funding and projects for crowdfunding. And in terms of quality content Mr. Hogue has nailed it. Most books I have read are the boiler plate standard of copy and pasted wording from the old chilton/sheets manuals of the 1960 for Grant writers and government budgets. Well I’m trying to crowd fund a project, not fund NASA or the Mayo Clinic for research money. I just needed a step by step approach that would be effective. So I am taking the suggestions and taking notes. It seems to be very straight forward.

In this extremely readable book, author Joseph Hogue takes us step-by-step through the crowdfunding process, covering everything from planning, to the advantages and drawbacks of different crowdfunding platforms, and beyond. In explaining the process, the author provides useful data to support his points, and presents useful insights as to what one should consider in setting up and executing a successful crowdfunding campaign. Although I did not previously think of crowdfunding as a viable option for financing businesses, this book has definitely broadened my perspectives.

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.

It's so nice to find a step-by-step book that actually means it! So many people think they know crowdfunding but don't really. Joseph Hogue not only has the experience but he also has the skills to communicate it to you in a clean, concise manner. You can either get the job done with this book and be ahead of everyone else or you can try all the other books and then try this one. A good short read that still covers many options and pitfalls in detail.

I'm interested in crowdfunding to help raise money for a carshare cooperative for which I volunteer as a Board member. But I knew very little about crowd funding, so was attracted to this book. I was not disappointed. Comprehensive, specific, detailed, and thorough are the descriptors that come to mind. I think the book is invaluable for crowdfunding novices like me, but I think even a crowdfunding veteran would get good value from the book.

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!

Myth, we have in our mind that all it takes for a successful crowdfunding campaign is to create a campaign on crowdfunding websites and share it on all social media platforms but this book clears that myth and shows the reality in a very good concised and effective way. It takes a descent amount of planning and employing proper skills to create a successful crowdfunding campaign. A GREAT BOOK AND TIME WELL SPENT READING.

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