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Kickstarter Success Secrets



Synopsis

Want to try your hand at crowd-funding your creative project through Kickstarter or Indiegogo? Learn valuable secrets to success in this brief book by a first time Kickstarter who succeeded in raising 106% funding for his project. Kickstarter Success Secrets gives tips, dos and don'ts that are easily digestible and ready to be put to use on your campaign.

Book Information

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Customer Reviews

J. Alexander Greenwood generously shares his experiences with Kickstarter. More than a guide to the process, this work is frank about pitfalls as well as the correct strategies he adopted. If you're thinking about crowdfunding a creative project, this work is worth your time.

Greenwood uses his real-life crowdfunding example to set up an easy-going set of dos and don'ts for any Kickstarter campaign. Benefit from his earnest retelling of success with some honest talk about the hiccups and hoorays along the way. The language is clean and fast. If you're interested in setting up your own Kickstarter campaign, you'll end up richer for having read Greenwood's guide before you begin.

Nice, succinct, to-the-point analysis by J. Alexander Greenwood. He covers his successful (and modest) campaign to fund a paperback issuance of his third novel, Pilate's Ghost. On a 21-Day Kickstarter campaign timeline, he successfully raised over \$1600 (hence the 'modest'

reference). Very good coverage of the successful factors he measured, as well as those that he would have changed. Most valuable was the social media marketing metrics he presents, and his take on the "tribal" outreach necessary to crowdsource funding successfully for at least minimal virality. At a \$0.99 price point, value greatly exceeds price. Many thanks to the author!

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