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The Crowdfunding Bible: How To Raise Money For Any Startup, Video Game Or Project



Synopsis

Dream of launching a new product, project or startup? Wish granted! Thanks to crowdfunding, today's hottest form of investment, suddenly anyone can bring any idea or invention to life on the Internet. The world's leading guide to raising money online, The Crowdfunding Bible shows you how to launch, market and successfully run a high-tech fundraising campaign, regardless of industry or budget. It reveals the secrets to catching the media and public's eye, and attracting donors, in a language that everyone can understand. From books to films, albums, events and consumer products and video games, dive in to discover the new world of venture capital waiting at your fingertips. FEATURES: Best Crowdfunding Sites and Services / Full Guides: How to Start & Promote Any Project / Expert Tips and Advice / PR and Social Media Strategies / Advice from Top Creators. "Every entrepreneur thinking about jumping into the wild world of crowdfunding needs to read this." -J. Jennings Moss, Editor, Portfolio.com

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Customer Reviews

Crowdfunding is the process of asking the general public for donations that provide start-up capital for new ventures. Using services like Kickstarter, creators build web pages that host information, photos and promotional videos on products, projects or services they're looking to get funded. Crowdfunding doesn't just help you finance your projects, it also lets you gauge public interest before launching new products. It lets you develop strong relationships with committed customers who will become your product's top advocates upon release. Mr. Steinburg explains both the pros and cons of using crowdfunding. Crowdfunding is not easy. It puts you and your ideas out directly in front of the public. Crowdfunding is not for the faint of heart or the terminally bashful. This book gives

a detailed explanation of who should consider crowdfunding. It explains how to develop the pitch, the video and the rewards for your project. The author describes the process of determining the funding goal and explains how to run the marketing and PR campaign. There are several case studies about successful crowdfunding projects in the book. The author provides a list of different crowdfunding sites but most of the examples are from Kickstarter. This 90-page ebook is a very good introduction to crowdfunding. It emphasizes preparation and planning. I had never heard of Kickstarter when I started reading this book. I can honestly say that this book is good for the novice as well as people who have previous crowdfunding experience. This book provides plenty of information to get you started in the world of crowdfunding. Read the book, develop a plan and then initiate your first crowdfunding project. You can only learn so much from reading a book. Experience is the best teacher and the time to get started is now.

This book provides readers with an extensive discussion on crowdfunding and the best way to exploit this type of financing. The steps necessary to prepare, launch, and follow through with your campaign once it ends are detailed along with important considerations at each step to help guide you to create a successful campaign. I would recommend this book to the reader considering crowdfunding as a source of funds for their respective project.

This book is so-so. You might be able to get one or two tidbits of info from it. Call me old-fashioned, but typos and bad grammar in books really bug me. It starts with Foreword being misspelled Foreward and only goes downhill from there.

If you don't know anything [or not much] about Crowdfunding, this book will give you all the basic information. I thought it was quite helpful, starting from knowing nothing myself. It is well written and easy to read. It was an informative, entertaining, and fast read for me. However, if you already know a good bit about the subject, you aren't going to find any in depth information here - for a book calling itself the "Bible" of Crowdfunding, it would be reasonable to expect a little more deep coverage and more information on promoting and gathering support for your project. So, if you are starting with zero info, this book will definitely help you. You will get all the info you need to determine if crowdfunding is right for your project, how to set it up, and a little info on promotion. If you already know these things, you won't find any real meaty help beyond the basic how-to.

A lot has changed in the crowdfunding landscape, making many of the claims in this book just plain

incorrect. It contains plenty of good generalities, guidelines and "questions to ask yourself", but few hard facts or observations about strategies that do/don't work. Somewhat repetitive.

This is one of the best free kindle books I have seen yet. Clearly illustrates via case studies what to do and not to do in running a crowdfunding campaign. Includes Q&A with a couple of early success stores. A great guide to follow - and it's free! So at least give it a once over.

I purchased this book because I am considering opening up my own locksmithing company and this seemed like a good way to help gain funding for it. However, the book itself is extremely thin- perhaps 60 pages, with LOTS of blank space. You can find the same information online for free- recommend "do not purchase"

It's composed mainly of case studies that don't seem to have any insightful content. They are all quite similar to each other.

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