The Crowd Funding Services Handbook. Raising the Money You Need to Fund Your Business, Project, or Invention. Wiley Finance

Description: Get your project funded the Crowd Funding way

Have a great idea that needs financial backing? The Crowd Funding Services Handbook offers entrepreneurs in every industry a new means of securing capital that will help make their dream projects a reality. This comprehensive resource offers a step-by-step guide for creating and managing an effective crowd funding effort while at the same time avoiding the common missteps that so often stymie early-stage funding seekers.

Jason R. Rich outlines the process of using a service such as Kickstarter or Indiegogo to implement and direct a winning crowd funding campaign. He shows how to attract highly targeted backers and supporters using social media. In addition, Rich reveals how to put in place successful online advertising, public relations, and other efforts that will cater to the wants and needs of the backers who will play a pivotal role in the funding of a project idea.

The Crowd Funding Services Handbook is an accessible resource for anyone who wants to run a reward- or pre-sale-based crowd funding campaign that will get results.

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