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.

Contents:

Acknowledgments ix
About the Author xi
Introduction xiii
Chapter 1 How Crowd Funding Works: The Basics 1
Chapter 2 What Types of Businesses, Projects, and Inventions Can Get Funded 15
Chapter 3 Introduction to Crowd Funding Platforms and Services 29
Chapter 4 Preplanning Your Crowd Funding Campaign 51
Chapter 5 Crunching the Numbers 65
Chapter 6 Targeting Your Backers and Supporters 79
Chapter 7 Producing Your Promotional Video 89
Chapter 8 Promoting Your Campaign 105
Chapter 9 Interacting with Your Backers Using a Blog 123
Chapter 10 Getting the Help You Need 133
Chapter 11 You’ve Reached Your Funding Goal Now What? 141
Chapter 12 Get Started Using Kickstarter.com 149
Chapter 13 Interviews with Crowd Funding Experts 163
Chapter 14 Crowd Funding Experts Share Their Secrets 197
Chapter 15 Experienced Crowd Funders Share Their Secrets 225
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