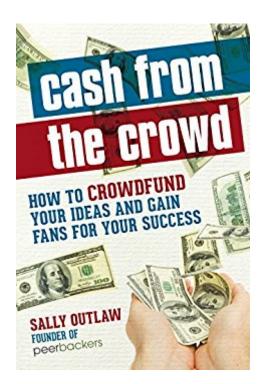
The book was found

Cash From The Crowd: How To Crowdfund Your Ideas And Gain Fans For Your Success





Synopsis

CROWDFUNDING– raising capital in small increments from a large number of people– will inject over \$5 billion into the economy this year and is becoming a powerful way to fund new ideas and generate buzz for new products and ventures. Although crowdfunding has the potential to be an amazing boost to entrepreneurs, only 40% of projects succeed in reaching their funding goal. Crowdfunding platform founder Sally Outlaw reveals how entrepreneurs can shift these odds in their favor. Want to know which marketing efforts result in a 35% higher rate of contributions? OR, what is the best time and day to launch or promote a campaign? The answers to these and more are here.

Book Information

File Size: 2299 KB Print Length: 145 pages Publisher: Entrepreneur Press (October 15, 2013) Publication Date: October 15, 2013 Sold by: Â Digital Services LLC Language: English ISBN-10: 1613082606 ISBN-13: 978-1613082607 ASIN: B00ER801FA Text-to-Speech: Enabled X-Ray: Not Enabled Word Wise: Enabled Lending: Not Enabled Enhanced Typesetting: Enabled Best Sellers Rank: #276,121 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #38 inÄ Books > Business & Money > Finance > Crowdfunding #324 in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Starting a Business #453 in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Small Business

Customer Reviews

I've purchased several books on crowdfunding, and have several that are pretty good with good ideas on them. This one, in full disclosure, I read through NetGalley and it really would have saved buying the other three books on the topic.It's not just ideas, advice and how to follow through a campaign. It's not just actionable things to do but suggestions to get creative on posting so people

don't think "oh she's posting that again..ignore!" This is one I need to get a hard copy of and refer back to time and again! It's open about the possibilities and pitfalls, and well worth the cost of the book to save frustration and mistakes. If you're thinking of crowdsourcing,get this book. Concise, complete, creative. Great information,easy read, many "why didn't I think of that" points.

This is a practical guide for anyone planning to seek crowd funding. Ms. Outlaw has obviously "been there and done that". Her experience with this kind of financing shines through, and her step-by-step guidelines are must reading for those contemplating this route. She speaks to today's young entrepreneurs in their language -- clearly and down to earth. It was refreshing for me as an older business person to learn more about new methods of pursuing one's dream of starting a small business.

Whether you are looking to crowdfund or just looking to learn more about this trend that has create so much buzz, this book is a must read. Containing real world examples and testimonials from crowdfunding veterans, this is a great resource for understanding all of the ins and outs of successfully crowdfunding.

Crowdfunding veteran Sally Outlaw (peerbackers.com and Crowdfunding Academy) wrote Cash from the Crowd to help you raise capital for your project or business in small chunks from the crowd, your fans, friends, followers, business contacts. With Kickstarter or Indiegogo campaigns filling your todayâ ™s inbox, honesty requires to realize that only 40% of the initiated projects succeed in reaching their funding goals. Platforms like Kickstarter demand a lot of preparation and do actively filter applications for admittance. You better use the tips from this book to arrange your pre-campagin, campaign creation and launch until the post-launch activities. From scrutinizing your (online) address books, pitching your product, setting up the reward scheme and financial planning to PR strategies and use of social media.Sally also pays attention to micro lending / peer-to-peer lending and equityy sharing which are of course different in engagement with the crowd than pre-sales packed as crowdfunding. Outlawâ ™s story is illustrated with lessons learned from a group of crowdfunded campaigns. Videos of successful campaign videos are linked to. As an addendum: Crowdfunding Toolkit â " the resources you need during & after your campaign.

I like that this book was written by someone with such deep "hands-on-experience" in the crowdfunding industry. It shows! CASH FROM THE CROWD is a must read for anyone launching a

campaign. I found the section on "how to prepare a campaign" to be especially helpful. I also liked seeing the comparison of a failed campaign and then when it was successfully re-launched after improvements were made. If you have a great idea for a new business or creative project but don't have the money to fund it, buy this book and learn how to make it happen....I found it essential reading.

When I did my Kickstarter for the iOgrapher I had to learn as I went. It was an extremely stressful time! There were no all encompassing books at the time about crowd funding. IF I had this book I would have done so many things differently. I implore you read this book before you enter the crowd funding world! You will be happy you did! Great job Sally!

Anyone who is interested in Crowdfunding has to read this book. Whether you have a project or a company to fund, or want to be an investor/funder, Sally Outlawâ [™]s books provides you with all of the essentials to understand this dynamic and rapidly growing alternative financing source. The concepts are clearly outlined and presented in a manner that makes the book easy to read and understand, even for those with limited knowledge of the area. There is a compelling mix of basic concepts, theories and practical tips that are invaluable to anyone who is currently, or may in the future, become involved with Crowdfunding.

Great book offering practical steps for success! Many authors only research their topics - this one has lived it! The author has not only run a successful crowdfunding project herself, but brings her experience as someone who has helped manage thousands of campaigns - a true crowdfunding expert. In addition to the campaign strategies, I felt the coverage on the post campaign issues with managing both reward fulfillment and backer expectations were important and eye-opening - as the author says "getting the money is sometimes the easy part". Required reading for anyone considering launching a crowdfunding campaign.

Download to continue reading...

Cash from the Crowd: How to crowdfund your ideas and gain fans for your success Red Sox Fans Are from Mars, Yankees Fans Are from Uranus: Why Red Sox Fans Are Smarter, Funnier, and Better Looking (In Language Even Yankee Fans Can Understand) HOW TO GET MONEY FAST: CASH BLITZ HOW TO MAKE SOME CASH WITHIN A COUPLE OF HOURS, TODAY, NOW: (make money,easy cash, fast cash,selling,sell,goods,facebook) Cookbooks for Fans: Dallas Football Outdoor Cooking and Tailgating Recipes: Cookbooks for Cowboy FANS - Barbecuing &

Grilling Meat & Game (Outdoor ... ~ American Football Recipes) (Volume 3) How to Successfully Crowd Fund Your Dream Idea on Kickstarter: Learn the secrets of what it really takes to run a successful Kickstarter or crowd funding ... from those who've collectively raised Crowdfund Your Career: Create Your Own Career Through Crowdfunding Cash Value Maximizer: How To Get The Highest Actual Cash Value For Your Vehicle In Less Than Two Hours No Cash? No Problem!: Learn How To Get Everything You Want in Business and Life, Without Using Cash The War on Cash: How Governments, Banks, Nonprofits and Academics are Abolishing Cash House of Cash: The Legacies of My Father, Johnny Cash Crowdfund Investing For Dummies The Ultimate Guide to Nonprofit Fundraising with Crowdfunding: A start-to-finish handbook on how to raise money with crowdfunding (Crowdfunding, Nonprofit ... How to Raise Money, How to Crowdfund) The Everything Fondue Party Book: Cooking Tips, Decorating Ideas, And over 250 Crowd-pleasing Recipes Business Funding Secrets: How to Get Small Business Loans, Crowd Funding, Loans from Peer to Peer Lending, Government Grants and Personal Funding Ideas. (Quick Start Guide Book 1) Money: Saving Money: Success: Get More Money & Success In Your Life Now!: 3 in 1 Box Set: Money Making Strategies, Saving Money Strategies & World's Best ... Tips for Personal Finance & Life Success) Fans On Fire: How to Skyrocket Your Leads, Sales, and Reputation with The Most Trusted Form of Marketing How to Start a Band: An Essential Guide to Starting a Band, Branding Your Style, Landing Gigs, and Attracting Fans - (How to Make a Band | How to Form a Band | How to Manage a Band) Ask: The Counterintuitive Online Method to Discover Exactly What Your Customers Want to Buy...Create a Mass of Raving Fans...and Take Any Business to the Next Level Ask : The counterintuitive online formula to discover exactly what your customers want to buy...create a mass of raving fans...and take any business to the next level Succeed in Your Medical School Interview: Stand Out from the Crowd and Get into Your Chosen Medical School <u>Dmca</u>