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The Crowdfunding Book: A How To Guide For Entrepreneurs, Writers & Investors



Synopsis

Crowdfunding allows a large number of people to finance an idea through small individual contributions. By harnessing the power of collective energy, crowdfunding can get a project off the ground and in the public eye with astounding speed and success if it's done the right way. In this easy-to-use guide, you'll learn:

- Learn how to structure your campaign for maximum funding with the least amount of your time and energy
- Become a magnet to potential funders so they are finding you before you have to go out and find them
- Access the insider's secrets that helped author, Patty Lennon reach her goal in 14 days and be featured by Indiegogo!
- Springboard your campaign into social media buzz to create an eager following of campaign evangelists
- Avoid the mistakes most crowdfunders make so you are part of the elite group of crowdfunders who fund above their goal amount

Drawing from her years of experience in marketing, project planning and communications, as well as, her real-life experience in crowdfunding, Patty Lennon provides an easy-to-follow guide to launching a crowdfunding project.

Book Information

File Size: 1201 KB

Print Length: 146 pages

Simultaneous Device Usage: Unlimited

Publisher: The Difference Press (April 24, 2014)

Publication Date: April 24, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00JX435BK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #704,217 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #105

in Books > Business & Money > Finance > Crowdfunding #163 in Kindle Store > Kindle eBooks

> Business & Money > Economics > Commerce #491 in Books > Business & Money >

Economics > Commerce

Customer Reviews

Curious about Crowdfunding but don't know where to start? Buy this book. Familiar with crowdfunding but want to know if it's for you? Buy this book. Ready to begin your campaign but want to know tried and true methods to reaching your goal? Buy this book. Want tips and strategies to not only raise your goal, but surpass it, gain awesome PR and launch your new product, service, business or genius idea to the world with a bang? Buy this book. Patty has done an amazing job consolidating what must have been weeks, months and possibly even years of research into one handy place. It's well organized, easy to read, understand and implement. Not only did she read the research, she implemented the research and tells you what worked well and not so well. There are lots of crowdfunding 101 websites out there, workshops, seminars and even conferences devoted to telling you how to crowdfund. Some of them are even free resources, but save yourself the time of compiling all of that information and do a favor to yourself and your campaign by reading through this book first!

I loved reading Patty's book on crowdfunding. She brings so much clarity to the topic and breaks down creating a crowdfunding campaign in easy to understand and actionable steps. Patty offers great resources for different types of campaigns and the best platforms to run them on. She completely walks you through a crowdfunding campaign from start to finish. I highly recommend this book for anyone considering running a crowdfunding campaign!

#1 Resource for our crowdfunding campaign! Patty's book contains all the tools & tips necessary for successful crowdfunding! Is a "must-read" for anyone considering a crowdfund. Excellent book.

A terrific book, and clearly the go-to source for all things crowd-funding. Such an easy read as Patty outlines a process that befuddles most entrepreneurs. Patty's savvy insights and broad experience make this book one that every entrepreneur should have on his/her bookshelf.

This book is smart, concise and easy to understand. If you are interested in crowdfunding, this really is the go-to source. The examples are inspiring and informative and it will help you figure out exactly what you need to do to make crowdfunding a success. Loved it!

This super-clear roadmap for a successful crowdfunding campaign. I refer to it on a near-daily basis as I plan my own campaign!

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