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Crowdfunding: Everything You  
Need To Raise Money From The  
*Step By Step*

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Crowdfunding: Everything You

***Crowd***

Need To Raise Money From The

*Step by Step*

*Crowdfunding Everything You*

*Need to Raise Money from the*

*Crowd*

*The easy way to get started*

*in crowdfund investing*

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*Crowdfund investing (CFI) is going to be the next big thing on Wall Street. U.S. investment banks, brokerage houses, and law firms are gearing up for the creation and regulation of new financial products that will*

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*be available to the general public starting in early 2013. The introduction of these products will revolutionize the financing of small businesses and startups for these key reasons: Entrepreneurs and*

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*small business owners, who  
have had difficulty  
obtaining capital through  
traditional means (such as  
bank loans and angel  
investors) in recent years,  
will have access to  
investors around the world*

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*through social media. For the first time, investors (so-called unqualified investors) will be able to purchase an equity stake in a business or new investment vehicle. The Securities and Exchange Commission (SEC) is*

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*overseeing the creation of  
online portals that will  
allow entrepreneurs and  
small investors to connect.  
When these portals go live  
in 2013, Crowdfund Investing  
For Dummies will be on the  
front line to educate*

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business owners, other  
entrepreneurs, and investors  
alike. Crowdfund Investing  
For Dummies will walk  
entrepreneurs and investors,  
like yourself, through this  
new investing experience,  
beginning with explaining



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*how and why CFI developed  
and what the 2012 JOBS says  
about CFI. Entrepreneurs  
will find out how much  
funding they can  
realistically raise through  
CFI; how to plan and launch  
a CFI campaign; how to*

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*manage the crowd after a campaign is successful; and how to work within the SEC's regulations at every stage. Investors will discover: the benefits and risks of CFI ;how much they can invest; how a CFI investment may fit*

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*into a broader investment portfolio; how to provide value to the business or project being funded; and how to bow out of an investment when the time is right. Crowdfund Investing For Dummies is an*

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*indispensable resource for  
long time investors and  
novice investors alike.*

*The Entrepreneur's Guide to a  
Powerful (and Profitable)  
Crowdfunding Campaign*

*So you want to produce a  
short film. Or design a new*

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*line of jewelry. Or  
manufacture a revolutionary  
solar-powered garden  
sprinkler. There's just one  
catch: You need \$100,000 to  
bankroll your dream, and  
your checking account has  
barely enough to cover the*

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*rent. Enter  
Kickstarter.com—the  
phenomenal “crowdfunding”  
website launched in 2009  
that brings venture capital  
to the masses. At  
Kickstarter, it’s not  
uncommon for entrepreneurs*

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*to raise \$50,000, \$100,000,  
\$250,000, or more. All you  
need is a great idea—and The  
Kickstarter Handbook.*

*Business journalist Don  
Steinberg has interviewed  
dozens of artists and  
inventors who launched their*

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*passion projects online.*

*Through their voices, you'll  
explore all the strategies  
of a successful Kickstarter  
campaign. You'll learn the  
elements of a compelling  
Kickstarter video,  
innovative ways to market*



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*your projects, tips for  
getting donors onboard, and  
the secrets of irresistible  
Kickstarter “rewards.”*

*You'll also discover what to  
do in a best-case  
scenario—when your project  
goes viral and the cash*

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*starts flowing in. On  
Kickstarter, it happens to a  
few lucky visionaries every  
week. Here's how to be one  
of them.*

*Startups, Portals and  
Investor Behavior  
Real-Life Crowdfunding*

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Success Stories

*CROWDFUNDING 2022*

*Step by Step Guide to  
Launching a Successful  
Crowdfunding Project  
The Crowdfunding Myth  
2019 Edition*

*Help Yourself Now*

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*The Entrepreneur's Playbook  
for Everything from Venture  
Capital to Equity  
Crowdfunding*

Step-by-step advice on preparing a  
business plan You need a sound  
business plan to start a business or

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crowd. For over 30 years, How to  
Write a Business Plan has helped  
fledgling entrepreneurs from small  
service businesses and retailers to  
large manufacturing firms write  
winning plans and get needed

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financing. This bestselling book contains clear step-by-step instructions and forms to put together a convincing business plan with realistic financial projections, effective marketing strategies, and overall business goals. You'll learn

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how to: figure out if your business  
idea will make money determine and  
forecast cash flow create profit and  
loss forecasts prepare marketing and  
personnel plans find potential  
sources of financing, and present  
your well-organized plan to lenders

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and other backers. This edition is updated to reflect best practices for raising money (from SBA loans to equity crowdfunding).

How to Find Help for Any Situation  
Although we live in the age of information and everyone is



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bombarded with potential sources of help, sifting through those possibilities can be a chore. This is where Help Yourself comes in! With this useful reference, author Jan Yager provides an overview of the various situations that most people

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have to navigate, from calling customer service or reporting a crime to finding credible and reliable information about a business, health, or legal concern. Each chapter includes a brief discussion of an issue, potential

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scenarios, and listings of relevant national and international organizations. Yager also instructs readers on researching state agencies, so they can contact appropriate organizations closer to home. Important topics of discussion

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include: Health insurance Personal  
finances Housing assistance  
Employment services Family  
planning K-12 education College  
selection and funding Small business  
development Legal services Crime  
victim resources Substance abuse

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Emergency preparedness And more  
63% of Kickstarter campaigns fail.  
Do this one thing, and you'll be  
among the 37% who succeed. The  
one thing is pre-launch. Ask any  
crowdfunding creator, and they will  
confirm that it is the key to success.

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You will learn how to prepare for your first crowdfunding campaign and do pre-launch with a minimal budget by using personal efforts and delegating some work to others. This book is for Kickstarter newbies and first-time creators. It will teach and

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show you how to collect potential backers early, in advance, and how to plan a Kickstarter campaign from start to finish with the aim of ensuring that you get fully funded. You will understand the basics of crowdfunding, the main difference

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between the two most popular  
reward-based crowdfunding  
platforms: Kickstarter and  
Indiegogo, how to turn your idea,  
passion or skill into a product and  
how to evaluate if there's a market  
demand for it. The core part of this



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book is about preparation for the crowdfunding campaign: How to set crowdfunding goals and why it is important to set a low goal How to analyze similar campaigns How to define your target audience How to gather your crowd using free

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methods How to create a landing  
page that turns visitors into  
subscribers What are the best tools  
to build landing pages How to  
integrate your landing page with  
your mailing list How to "warm-up"  
leads with automated email sequence

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How to engage your audience  
How to run Facebook Ads to collect leads  
How to use "smoke testing" method  
to see if someone buys your product  
What is a pre-launch funnel and  
what stages it has  
Conversion rates  
that you can expect  
How to do media

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Crowd  
and influencer outreach How to  
submit your video to viral video  
publishers You will also learn and be  
exposed to best practices when it  
comes to selecting attractive project  
images, how to create a title that  
sells, how to build engaging project

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video and how to brainstorm ideas  
for your rewards. Finally, the book  
explains how to launch and manage a  
Kickstarter campaign, when it's live:  
Why project launch timing is  
important The steps you need to do  
during the launch day Prepare to

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crowd

refuse offers Communication with  
backers (project updates and direct  
messages) Stretch goals Get traffic  
from Kickstarter ("Projects we  
love," trending, popularity rankings)  
Last days of your project Wrap-up  
and action plan

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In "FUNDED! A Simple, Step-by-Step Roadmap to Crowdfunding Over \$60,000", I've organized absolutely everything I learned while raising over \$63,000 in my first Kickstarter campaign and have stripped it down into a simple, easy

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to read checklist-style guide that will  
take creators from broke to  
FUNDED! in three short months.

Using down-to-earth, basic language  
for the complete beginner, this  
eBook includes it all! First, we start  
with everything I learned during my



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months of preparation and consulting with many other successful \$60K Kickstarter campaign creators, so that you'll know how to prepare and exactly when you're ready to hit that big LAUNCH button on your own

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crowd! From there, the book is packed with graphics, images, exact messages and email blurbs I used, daily checklists for both you (the creator) and your team, complete tips for every phase of the process, and my biggest mistakes so you'll

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know exactly where to avoid them during your own campaign. Print it out, mark it up, and use this eBook as it was intended: a complete, simple fifty-six-page to-do list for running the epic crowdfunding campaign of your dreams!

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2017 Edition

How to Get in on the Explosive  
Growth of the Real Estate  
Crowdfunding Industry  
Taking the Guesswork Out of  
Publishing Your Children's Book  
How to Raise Money for Any

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Startup, Video Game Or Project  
Your First Kickstarter Campaign  
Kickstarter For Dummies  
The No Bullsh\*t Guide to Running a  
Life-Changing Campaign  
A Practical Guide to Finding the  
Information and Assistance You

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Need

WORKBOOK VERSION OF BEST-  
SELLING HACKING  
KICKSTARTER BOOK Workbook  
Includes: Brainstorming Sessions,  
Quizzes, Exercises, Campaign  
Pricing Formula, Dos and Don'ts of

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Using Headshots and Press  
Releases, etc. Links are verified,  
updated and expanded for 2019.  
(Exclusive to the Workbook). This  
Workbook will take your campaign  
to the next level with the same  
materials used as handouts during

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Patrice Williams Marks'  
crowdfunding seminars which cost  
\$497 to attend. WARNING: DO  
NOT LAUNCH YOUR  
CROWDFUNDING PROJECT  
BEFORE USING THIS  
WORKBOOK FACT: Over 65% of



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crowdfunding projects fail. Why?

Top 5 Reasons For Failure: 1)  
Campaign Missing Key Elements 2)  
Launched Before Gathering Your  
Tribe 3) Expected That if You Build  
It, They Will Come 4) Poor  
Advertising/Social Media Strategy

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5) Lack of Partners Hacking  
Kickstarter, Indiegogo (or any other  
crowd-funding site) How to Raise  
Big Bucks in 30 Days walks you  
step by step into the process of  
creating, launching and wrapping  
your crowdfunding (crowdfunding)

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project. Learn: – How Curated  
Communities Can Give You Added  
Exposure – How to Get Featured in  
Kickstarter and Indiegogo ' s  
Newsletters (solid gold) – How to  
Grab Funders Attention the  
Moment They Land on Your Page –

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How to Generate Traffic to Your  
Project – How to Easily Find and  
Target Bloggers and Journalist  
Who Want to Publicize Your Project  
– How to Relaunch a Failed  
Campaign – Websites to Post Your  
Projects to For Added Exposure –

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Comprehensive List of Popular and  
Niche CrowdFunding Sites – NEW:  
Press Release Dos and Don'ts  
Quiz – NEW: Formula to Calculate  
How Much You Should Ask For –  
NEW: Headshots Dos and Don'ts –  
NEW: Surefire Way of Selecting

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Winning Incentives For Your Backers – and Much More! Tried and true tactics, tips and secrets that work.

Yes, it's true, crowdfunding is a NEW way to help pay for personal expenses. These could include

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medical bills, emergency costs, and memorial funds. Crowdfunding can also be used to help pay for your education expenses or volunteer efforts. But, that's not all.

Crowdfunding isn't just for charity or personal cause campaigns. Believe

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it or not, more and more newlyweds are turning to crowdfunding to pay for their honeymoon! Some are even using it to pay for travel expenses! I've been writing about crowdfunding since 2012 and have seen more campaigns that you can



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crowd. I imagine. Last year alone, I helped nearly 400,000 individuals raise money from the crowd through my website, podcast, newsletter, and forum. Even though crowdfunding is an amazing tool, there's a right and a wrong way to raise funds

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online. That's where I come in. I'm going to guide you through the murky waters and share with you the best techniques, strategies, and give you the inside scoop on some of the crowdfunding platforms or websites out there. I'll also give you

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a heads up on costly MISTAKES TO AVOID when launching your first campaign. Believe me, you don't want to make a fool of yourself or learn the hard way. I'm going to make it dead simple and give you the step-by-step guide for

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raising money online. All you'll have  
to do is copy it!

The world of crowdfunding can be a  
confusing one. Right now, for many  
of the most innovative ideas,  
crowdfunding is the most viable  
option, giving entrepreneurs the

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opportunity to reach out to a number of potential investors rather than just one. In Crowdfunding Myth, Jillian enumerates on the falsehoods that people tend to believe about crowdfunding and points entrepreneurs in the right

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direction. Whether you are trying to raise capital for your first real estate deal or syndicate your first film, Jillian, along with industry contributors, will give you clear direction on how to meet your fundraising goals while staying

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crowd within the letter of the law. "The crowdfunding myth is deconstructed. You must read this to understand the nuances and it will make you an overnight expert crowdfunder. Nobody has broken the crowd funding equity

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phenomena yet and with this book  
can allow you to be the first. Buy it  
now." - David Drake, founder of  
U.S. Crowdfund Professional  
Association and CIFRA "It has  
been a pleasure to work with Jillian  
on multiple occasions given her



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knowledge on crowdfunding securities law. She has been an invaluable resource for both our company and the industry at large."

- Amy Wan, Chief Legal Counsel,  
Patch of Land "A MUST READ  
BEFORE YOU VENTURE INTO

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## REGULATION CROWDFUNDING!

Jillian Sidoti gives very important and practical advice on how to raise capital using the new crowdfunding laws. Small business owners should explore these new options, as there are many and this book

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helps them make the decision that best suits them." -Ruth Hedges, pioneer of crowdfunding legislation and producer the Global Crowdfunding Convention.

In this step-by-step guide, you will find the actual process you need

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from idea conception through pre-launch and fulfillment to make your crowdfunding campaign a success. I skip all the history of crowdfunding and why it is a great tool for your business to go straight to the point, how to put your campaign on the

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path to beating its funding goal. \*

How to put your idea together and  
avoid budget or timeline pitfalls\*

How to research prior campaigns to  
find your campaign's magic

number\* How to find journalists,  
bloggers and other influencers that

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will spread the word about your  
crowdfunding campaign\* How to  
get the most bang for your  
crowdfunding marketing buck\* How  
to build community and keep your  
backers motivated\* And more...I  
have been consulting with

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crowdfunding campaigns for years,  
from business ready for equity  
crowdfunding to small projects just  
looking for a few thousand to get off  
the ground. Check out my blog at  
Crowd101 and you'll see what I  
mean. If you are ready to get your

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crowdfunding campaign started right and don't want to risk wasting months of your time by not meeting your crowdfunding goal, you **MUST** know the process. Skip the libraries worth of books talking about the history of crowdfunding or why it is



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such a revolution in finance. Buy  
the only book that offers a step-by-  
step approach to crowdfunding.

How To Use Crowdfunding

The Evergreen Startup

Crowdfunding

The Crowdsourceress

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Crowd

Crowdfunding Basics in 30 Minutes  
The JOBS Act

How to Fund Your Business  
Without Selling Your Soul

Crowdfund Investing For Dummies

*Crowdfunding sites such as  
Kickstarter, Indiegogo, and*

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*GoFundMe can not only help you raise money to fund your idea or cause, they can also help establish a community of enthusiastic supporters. This crowdfunding book by author and crowdfunding expert Michael J. Epstein*

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*will show you how!*

*Raise Money Without a Bank  
Or a VC, Through The Crowd!*

*For many startups and  
growing companies, gaining  
marketing exposure and  
raising external funding  
from investors are #1 and #2*

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*on their priority list. But, until recently, they were always separate activities - first you would raise the money, and then you would spend it on marketing. The advent of equity crowdfunding means these two*

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*critical tasks can be done  
at the same time. This is a  
game-changer. Equity  
Crowdfunding - A Hybrid of  
Venture Capital and  
Kickstarter. Unlike venture  
capital, the company  
founders get to set their*

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*own offer terms, retain  
their company culture, and  
bring on dozens, or even  
hundreds of shareholders  
rather than just a tiny  
handful - and gain all the  
promotional benefits that  
come with this. And unlike*

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*the crowdfunding offered by sites like Kickstarter and Indiegogo, equity crowdfunding allows a company to offer shares in itself, instead of a pre-ordered product. This means equity crowdfunding can be*



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*used by far more types of  
businesses, and typically  
attracts a lot more money.  
Companies regularly raise  
hundreds of thousands, or  
even millions of dollars  
through equity crowdfunding.  
This Book Will Show You How!*

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*Equity crowdfunding offers amazing potential for startups and growing companies, but it is also a very steep learning curve. Many companies begin with no real idea of how to choose a platform, how to craft their*

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*pitch, or what they should be doing to drive people to their offer page and invest. In this step-by-step guide, you will learn: The forces which have brought equity crowdfunding to where it is today How to tell whether*

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*equity crowdfunding will be  
a good fit for your company  
The biggest mistakes that  
can kill an offer before it  
has even begun How to build  
critical momentum - one  
company raised 1 million in  
96 seconds! How to construct*

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*a marketing plan to get  
people literally counting  
down to your launch How to  
salvage an offer which is  
"stuck," and re-ignite the  
momentum What past campaigns  
wished they had known before  
they had started The*

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*incredible impact equity  
crowdfunding can have on  
your business and profile*

*The World's First*

*Comprehensive Resource*

*Featuring the very best  
strategies from 20 real  
companies who have used*

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*equity crowdfunding to raise millions of dollars, euros and pounds. And the expert advice from 12 market-leading platforms at the forefront of the equity crowdfunding revolution. This book is truly global in*

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*scope, featuring  
contributions from the  
United Kingdom, the United  
States, France, the  
Netherlands, Germany,  
Sweden, Finland, Estonia,  
Canada, the Middle East,  
Australia and New Zealand.*



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*This is THE complete guide,  
with no prior knowledge  
assumed, and will teach you  
equity crowdfunding from the  
ground up. "*

*I've watched the emergence  
and quick rise of real  
estate crowdfunding and I*

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*have to tell you, I've been dying to write this book. So many of my readers have reached out with questions about this growing new industry. Whether you are an investor, real estate developer, or entrepreneur,*

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*this new sector is a game changer. My name's Salvador Briggman and I've been blogging about crowdfunding since 2012. On my main website, CrowdCrux.com, I bring awareness to crowdfunding success stories*

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*and demystify this  
alternative financial tool.  
I'm lucky enough to have  
impacted over 1 million  
website visitors in the past  
year and have been cited by  
the New York Times,  
Wallstreet Journal, and*

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*more. In this ebook, my co-  
Crowd author Krystine Therriault  
and I bring tremendous  
clarity to real estate  
crowdfunding. We break down  
everything you need to know  
to get started raising money  
for a new property or*

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*investing in real estate  
online. Along with answering  
many of your questions, our  
biggest hope is that this  
comprehensive guide will get  
you pointed you in the right  
direction. We want you to  
succeed in this changing*

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*industry. If you enjoy this  
Crowd ebook, please take a second  
to leave a review on Amazon.  
Now...it's time to get ready  
to dive into the world of  
real estate crowdfunding!  
Ever wonder how some people  
raise money crowdfunding and*

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*fundraising time and again  
while 60% of campaigns fail?  
You're scrolling through  
Facebook and you see yet  
another idea going viral.  
Millions of views. You're  
watching TV and an  
infomercial comes on. You*



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## Crowdfunding: Everything You Need To Raise Money From The

*think to yourself, "I have an idea that's 10 times better than that one! I could be making so much money right now. That should be me!" Have you ever wondered how ideas go from inside your head to*

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*mainstream media? Or how  
about what makes one idea a  
winner and another a loser?  
And most importantly, how  
can you find the time to  
bring your big idea to life,  
quickly and with little  
upfront money? Even*

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*Hollywood fame hasn't been able to save some crowdfunding campaigns from epic fails. It's because with all the media attention around crowdfunding, no one covers the actual process of how to run a successful*

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*campaign! In this step-by-step guide, you will find the actual process you need from idea conception through pre-launch and fulfillment to make your fundraising or crowdfunding campaign a success. For small business*

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*startup funding, you'll  
learn how to use  
crowdfunding as an online  
extension of your company.  
Learn how to take your  
nonprofit charity or small  
business startup to the next  
level. Grab your copy now to*

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*get started on your  
crowdfunding journey!*

*The Proven Crowdfunding  
System For Launching  
Products, Raising Millions,  
And Scaling Brands Using  
Indiegogo And Kickstarter  
Hacking Kickstarter,*

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*Indiegogo: How to Raise Big  
Bucks in 30 Days: Secrets to  
Running a Successful  
Crowdfunding Campaign on a  
Budget  
Funded!*

*A Step-By-Step Guide to  
Getting the Most from Your*

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*Kickstarter Campaign*

*Kickstarter Launch Formula*

*Essential Steps to*

*Crowdfunding Success*

*Funded Today*

*Crowdfunding Personal*

*Expenses*

**Want to know how to**

*Page 104/243*



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**crowdfund projects that  
make hundreds of thousands  
of dollars? This is how. HOW  
THE HELL DO YOU  
CROWDFUND \$100,000?  
HERE'S THE ULTIMATE  
HANDBOOK. In this bold,**

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**irreverent, hilarious how-to  
guide, bestselling**

**Kickstarter campaign  
manager Derek Miller takes  
his millions of dollars of  
supercrowdfunding  
experience and delivers**

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**everything you need to know  
about being a modern  
entrepreneur in today's  
global marketplace. In other  
words, this ain't your dad's  
business book. Embrace  
community and learn how to**

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**maximize your MESSAGE,  
MECHANICS, and  
MARKETING so you can  
successfully: - Get people to  
give a damn about you and  
your crazy idea so you can  
stand out from the noise. -**

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**Avoid the mistakes the rest of us made. - Discover your creative freedom and make that sweet, sweet cash. Accompanied by laugh-out-loud illustrations by cartoonist Joy Ho, enjoy an**

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**exhaustive look into what it  
takes to manage and execute  
a successful six-figure  
crowdfunding campaign with  
over \$20 million worth of  
collective advice and pro-tips  
from the world class**

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**asskickers who brought you:**

**Dude Bro Party Massacre 3**

**(\$241,071) Augie and the**

**Green Knight (\$384,410)**

**OrganATTACK! (\$526,274)**

**The Cyanide & Happiness**

**Show (\$770,309) Superbook**

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**(\$2,952,508) Joking Hazard**

**(\$3,246,588) G-RO**

**(\$3,307,773) Pillars of**

**Eternity (\$3,986,929)**

**This book is for Kickstarter  
newbies and first-time  
creators. It will teach and**



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**show you how to collect  
potential backers early, in  
advance, and how to plan a  
Kickstarter campaign from  
start to finish with the aim  
of ensuring that you get fully  
funded.**

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**Harness the power of the crowd to turn your dreams into reality! Crowdfunding is the newest way to fund projects and start businesses. You don't need to hit up family and friends,**

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**max out your credit cards, or  
get a second  
mortgage--there are perfect  
strangers out there who will  
help you fund your idea. You  
just have to know how to  
find them. The Everything**

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**Guide to Crowdfunding is a  
step-by-step handbook to  
harnessing the power of  
social media to raise funds.  
Inside, you'll find real-life  
case studies and techniques  
for creating a successful**

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**campaign, including:**

**Gaining an online presence**

**Tapping into the crowd**

**Understanding the different  
crowdfunding platforms**

**Designing a successful  
campaign plan Promoting**

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**your campaign with social  
media, search engine  
optimization, and affiliate  
marketing Dealing with  
donors after your campaign  
ends Almost 50 percent of  
crowdfunding ventures fail**

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**to get funded. With this  
guide, you will learn how to  
be in the 50 percent that  
succeed. Whatever your  
dream or business idea,  
there is no reason it can't  
become a reality with the**

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**power of crowdfunding.**

**Dream of launching a new  
product, project or startup?  
Wish granted! Thanks to  
crowdfunding, today's  
hottest form of investment,  
suddenly anyone can bring**



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**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-**

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**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.**

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**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**

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**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**

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entrepreneur thinking about  
jumping into the wild world  
of crowdfunding needs to  
read this." -J. Jennings Moss,  
Editor, Portfolio.com  
Raise Money on Gofundme,  
Etc. for Costs Including:

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**Emergencies, Medical  
Expenses, Memorial Funds,  
Traveling, Weddings, and  
Your Education.**

**The Economics of  
Crowdfunding  
An Insider's Guide to**

*Page 126/243*

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**Investing Online**  
**Raising the Money You Need**  
**to Fund Your Business,**  
**Project, or Invention**  
**Basic Guide To Crowdfunding**  
**Real Estate Crowdfunding**  
**Explained**

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**The Complete Guide for  
Startups and Growing  
Companies**

**A Crowdfunder's Strategy  
Guide**

**Crowdsource funding is the new  
way to finance start-ups in a**



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**networked world Entrepreneurs, small business owners, investors, artisans, or those who merely have a good idea for a business venture have a new and attainable means of securing capital to grow their dreams. Gone are the days when the only options to raise funds for a**

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**new business were venture capitalists, angel investors, or Wall Street. Web-based crowdfunding services are now plentiful and offer a variety of options for the aspiring entrepreneur. However, these services are not typically as well-understood as the more traditional**

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**means of raising capital. In The  
Crowdsource Funding Services  
Handbook, author Jason R. Rich  
offers a step-by-step overview of  
the various crowdsource funding  
services available on the Web, as  
well as the necessary  
documentation required to launch a**

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**successful crowdfunding  
campaign. Contains details on how  
to evaluate and select the best  
online platform for crowdfunding  
efforts Provides details on creating  
a business plan to the  
specifications require to raise  
capital via crowdfunding Provides**

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**an overview of the financial  
projections that will be required for  
a crowdfunding initiative Proposes  
a specific approach to creating a  
"pitch video" to succeed with a  
crowdsource funding campaign  
The Crowdsourcing Funding  
Services Handbook is a thorough,**

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**well-developed resource for those seeking to raise capital to start a business or fund the development of an innovative idea. Author and crowdfunding expert Jason R. Rich provides this definitive, hands-on guide to raising capital in the new economy.**

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**Crowdfunding is the springboard your project needs. From theatre to virtual reality headsets, small businesses to international corporations, crowdfunding has helped entrepreneurs and project leaders across the world to raise money, build their customer bases**

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**and prove that there is a market for their product. how to: use crowdfunding gives you the guidance and advice you need, taking you step by step all the way from planning your crowdfunding campaign to getting the money in the bank. Entrepreneur Julian**



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**Costley shares key tips to make your campaign a roaring success, and includes the essential facts on company and regulatory law, tax and risk.**

**Learn to use Kickstarter to make your great ideas a reality As a crowd-funding website for creative**

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**projects, Kickstarter has the power to make creative ideas come to life. This helpful guide walks you through the potential of this amazing tool, which has helped project creators successfully launch their projects since 2009. You'll learn how to create a**

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**Kickstarter account, setup your first project, and effectively use social media to bring awareness to your project and build up the community around it to hopefully reach the goal of 100 percent funding. Explains how to determine if you meet the requirements**

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**to create a project Gets you started  
with creating your first project,  
choosing a great project image, and  
write a compelling project title  
and description Helps you establish  
rewards for project backers Zeroes  
in on deciding a funding duration  
and funding goal Whether you have**

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**an idea for a movie, video game,  
gadget or anything in between,  
Kickstarter For Dummies is the fun  
and friendly guide to help you get  
the funds to make your  
idea happen!**

**Master the art of crowdfunding to  
launch your product on Indiegogo**

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Crowd  
**and Kickstarter. Whether you're  
just starting out or already have a  
booming business, this is the exact  
playbook the most innovative  
companies are using to launch  
successful products today. What if  
you could build a community that  
eagerly counted down the days**

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**until they could buy your product?**

**What if you could develop such powerful positioning in your market that you rose above your competition? And what if you could actually feel confident your product was going to be successful before you pressed the launch button?**

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**CROWDFUNDED is not just another "how-to" book on launching products. There is no fluff here. No feel good stories without substance. No claims without data. This is a no BS blueprint for launching a successful crowdfunding campaign. Mark**



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**Pecota, CEO and co-founder of the most successful crowdfunding agency LaunchBoom, reveals the system his team has developed since 2015 - a system that has raised over \$50 million on Indiegogo and Kickstarter. Stop waiting for the right opportunity to**

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**launch your crowdfunding  
campaign. This is it and this book  
will show you how. REVIEWS FROM  
INDUSTRY EXPERTS "Mark Pecota  
has been in the crowdfunding  
space since 2015 and it really  
shows. The sheer amount of million  
dollar campaigns that LaunchBoom**

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**has been a part of is staggering.  
Mark's data driven approach for pre-launch and launch are second to none. If you want to crowdfund an innovative product, you want to have him on your team." - Mark Regal, Director of Hardware and Technology @ Indiegogo "The**

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**Internet is riddled with one-off information on how select campaigns succeed, but this book goes over the exact framework LaunchBoom has used to successfully launch hundreds of campaigns." - Scott Adamson, Co-Founder @ Kickbooster "Listen to**

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**LaunchBoom. Whether you're a first-timer or a seasoned creator, this book will teach you something new about how crowdfunding works complimented by proven strategies to reach success." -**

**Jason Furie, Content and  
Community @ BackerKit**

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**Learn how to use social media for  
small-business funding**

**Build a Better Business by Building  
Community**

**Nonprofit Crowdfunding Explained**

**Step by Step Crowdfunding**

**Advances in Crowdfunding**

**Kickstarter Indiegogo Do's and**

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Don'ts

**The Entrepreneur's Guide to a  
Powerful (and Profitable)  
Crowdfunding Campaign  
Real Estate Crowdfunding**

"Neil Young's Pono campaign was the  
third most successful hardware  
campaign of all time, and Alex

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deserves much of the credit, second only to Neil, of course. The Crowdsourceress will give you everything you need to make your campaign a success." --Phil Baker, COO, Pono "Owning The Crowdsourceress is like having Alex



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Daly's 'special sauce' right at your fingertips."--Jesse Reed, cofounder, Standards Manual In recent years, the crowdfunding industry has generated several billions in funding. But the harsh reality is that around 60 percent of Kickstarter campaigns fail. Enter

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Alex Daly, a crowdfunding expert who has raised over \$20 million for her clients' campaigns. She has run some of Kickstarter's biggest projects-TLC's newest album, Neil Young's audio player, and Joan Didion's documentary. In this book, Daly takes readers deep

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inside her most successful campaigns,  
showing you how to Get fans and  
influencers excited about your launch  
Build an appealing and powerfully  
designed campaign Access proven  
video tips, pitching tactics, press  
releases, and rewards ideas Avoid the

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most common headaches and pitfalls

Here you'll get tangible tools to run your own crowdfunding campaigns and fully connect with the crowd, get people to pay attention, and inspire them to act.

This book focuses on various types of

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crowdfunding and the lessons learned  
from academic research.

Crowdfunding, a new and important  
source of financing for entrepreneurs,  
fills a funding gap that was  
traditionally difficult to close. Chapters  
from expert contributors define and

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carefully evaluate the various market segments: donation-based and reward-based crowdfunding, crowdfunding and crowdlending. They further provide an assessment of startups, market structure, as well as backers and investors for each segment. Attention is

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given to the theoretical and empirical findings from the recent economics and finance literature. Furthermore, the authors evaluate relevant regulatory efforts in several jurisdictions. This book will appeal to finance, entrepreneurship and legal scholars as

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well as entrepreneurs and platform operators.

If you're looking for a step-by-step launch framework for your upcoming Kickstarter or Indiegogo campaign, this is the handbook for you! I'll teach you how to use crowdfunding to raise



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money online and bring your project to life. You see, we're at the beginning of a movement as transformative as the industrial revolution. Never before in history have authors, musicians, artists, and film producers been able to connect with massive online audiences

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and get funding for their creative work.

The outdated media gatekeepers are quickly disappearing. You can now get funding directly from your fans and distribute your content online. If you're a creative type, this is the BEST time to be alive. But, it doesn't stop there. This

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major change has also given rise to six and seven-figure online businesses. As a fellow entrepreneur, I know that one of the most common excuses for not quitting your job and launching that startup company is because you don't have the money. Now, in a few short

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crowd. In a few weeks, you can have all of the capital you need to launch and grow a thriving ecommerce business. It's no longer a crazy idea to pursue your passion. In fact, more and more millennials are doing just that. I should know, I'm one of them! When I first started blogging

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about Kickstarter in 2012, I had no idea that crowdfunding would become a multi-billion-dollar industry. I was just a Junior in college, writing a mini-thesis on how different variables affected fundraising success on Kickstarter (for you nerds out there, it

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was a logistic regression). Flash forward several years, and I'm now one of the top experts in the crowdfunding industry. I started the blog, CrowdCrux, which did over one million views in 2015. I set up a forum called KickstarterForum, which has

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attracted over six thousand members. I even launched a popular podcast called Crowdfunding Demystified, which has racked up more than 100 positive reviews in iTunes. Finally, I also put out training videos on YouTube and I am proud to say that the channel is

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experiencing rapid growth. That all sounds impressive, but actually, when I first stumbled on the website, Kickstarter, I didn't have a clue how it worked. It seemed super confusing and I had SO MANY questions. Since 2012, I've come to master the platform



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and discover the ins and outs of how crowdfunding really works. I've published many of my findings online and I've been being linked to by sites like CNN, The New York Times, The Huffington Post, and even The Wall Street Journal. In this guide, I'm going

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to share with you the step-by-step launch strategy for absolutely crushing it on Kickstarter. In no time at all, you'll be raising money for your startup or creative project. I'll make it super easy to copy and implement these tactics and strategies. I'll also share

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some Jedi Mind Tricks that most marketers don't know about. Before you know it, you'll be a crowdfunding expert! Now, I bet you're thinking... "boy this all sounds like a lot of work. Do I really have to learn all of this? I just want to get funding for my

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project." Truth be told, it is A LOT to master, which is why having the right teacher can make all of the difference. I'll make sure that you master this material as quickly as possible, so that you can stop fundraising and get back to doing what you love! Either way,

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whether you decide to run your own  
Kickstarter campaign, or outsource  
certain aspects, it pays to know what  
you're doing. I want to help you smash  
your Kickstarter goal and then I hope  
you come on my podcast as a  
crowdfunding success story. It's time to

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get serious about making that business  
you've been dreaming about a reality.

It's finally time to get paid for your  
creative work. Let's get started!

A groundbreaking book on the growing  
trend of crowdfunding Crowdfunding  
has gained considerable traction over

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the last few years. By combining the Internet/social media with equity-based financing, it is poised to usher in a new asset class that will change how early stage and small business financing transactions are consummated. Author Steven Dresner, Founder and CEO of

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Dealflow.com, understands the nuances of how crowdfunding can help companies gain much needed access to capital, and now he shares those insights with you. Engaging and informative, this book will serve the needs of a global audience comprising



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entrepreneurs, financiers, and other professionals. It skillfully addresses the market dynamics that are catapulting crowdfunding into the mainstream and explores essential issues ranging from planning an online campaign, post-transaction management, and business

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planning to securities law and tax issues. Puts the business of crowdfunding in perspective with a look at the current marketplace, overview of important data, and legitimate concerns Examines effective techniques for communicating with the

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crowd Details equity-based financing  
and other sources such as debt  
instruments Contains contributions  
from a wide array of individuals  
involved in the worlds of finance, law  
and accounting, social media,  
marketing, as well as DealFlow

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Media's own staff Crowdfunding affords-start ups and other smaller businesses better access to capital via the Internet/social media. It also allows an investor of any size to back a business of their choosing. This new book will show you what this process

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entails and how it can benefit everyone  
involved.

Self-Publishing Made Simple  
How to Write a Business Plan  
The Crowdfunding Bible

Steps by Steps Guides to

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Crowdfunding for Absolute Beginners  
Get Smart, Get Funded, and Kickstart  
Your Next Big Idea  
Crowdstart  
WORKBOOK: Hacking Kickstarter,  
Indiegogo: How to Raise Big Bucks in  
30 Days: Secrets to Running a

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Successful Crowdfunding Campaign  
on a Budget

**I am passionate about what crowdfunding can mean for small business and social causes and could talk about it all day, but that's not why you bought this book. There are**

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**896 books on Amazon right now on the subject of Crowdfunding. If you want to spend hours reading about the history of this new funding source or what it can do for your business, there are plenty of other options. In**



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**Step-by-Step Crowdfunding, I skip all the filler and fancy language to get straight to the point. This book is for people that have decided to crowdfund and just need to know exactly how to do it. You'll see the process from**

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**pre-launch to post-campaign wrap, laid out in detail so you don't miss a single point. Even though the book is set out as a step-by-step approach, there will be some areas that call back or forward to ideas. For**

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**example, budgeting your campaign marketing needs is one of the first things you must do but this is nearly impossible without a good idea of what marketing strategies you need to use. The best way to approach this**

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**is with a quick read first,  
noting questions and ideas in  
the margins. After that, you'll  
have a basic idea of how the  
different steps work together.  
Then you will be able to read  
through the book more  
carefully and put together**

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**your campaign. But first, I  
need to warn you  
thatsuccessfully  
crowdfunding your project  
may not be as easy as you are  
expecting. Stick to the  
process though and you'll not  
only raise more money than**

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**you were expecting but you'll  
build a loyal community  
around your business that will  
carry you on to even bigger  
things.**

**Real Estate Crowdfunding: An  
Insider's Guide to Investing  
Online introduces the reader**

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**to basic real estate  
investment concepts and then  
takes a deep dive into how to  
invest passively yet wisely in  
real estate syndications. This  
book will teach the reader  
how to: • invest in  
crowdfunded real estate**

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**syndicates • understand key  
financial concepts used in the  
industry • diversify their  
investment portfolios • read  
between the lines of  
investment contracts •  
maximize profit while  
minimizing losses This book is**



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**a guide to the foundational  
financial concepts upon which  
all real estate projects are  
based and explains the  
language of real estate from  
an insider's perspective. It  
provides a road map of what  
to watch for and how to win**

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**at the game of passive real estate investing.**

**WARNING: DO NOT LAUNCH YOUR CROWD-FUNDING PROJECT BEFORE READING**

**THIS BOOK FACT: Over 65% of crowd funding projects fail.**

**Why? Top 5 Reasons For**

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**Failure: 1) Campaign Missing  
Key Elements 2) Launched  
Before Gathering Your Tribe  
3) Expected That if You Build  
It, They Will Come 4) Poor  
Advertising/Social Media  
Strategy 5) Lack of Partners  
Hacking Kickstarter,**

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**Indiegogo (or any other crowd-  
funding site) How to Raise Big  
Bucks in 30 Days** walks you  
step by step into the process  
of creating, launching and  
wrapping your crowd funding  
(crowdfunding) project.  
**Learn: - How Curated**

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**Communities Can Give You  
Added Exposure - How to Get  
Featured in Kickstarter and  
Indiegogo's Newsletters (solid  
gold) - How to Grab Funders  
Attention the Moment They  
Land on Your Page - How to  
Generate Traffic to Your**

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**Project - How to Easily Find  
and Target Bloggers and  
Journalist Who Want to  
Publicize Your Project - How  
to Relaunch a Failed  
Campaign - Websites to Post  
Your Projects to For Added  
Exposure - Comprehensive**

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**List of Popular and Niche  
Crowd Funding Sites - and  
Much More! Tried and true  
tactics, tips and secrets that  
work. SCROLL UP AND GRAB A  
COPY OF THIS BOOK NOW and  
you'll be able to enhance your  
project's success rate tenfold!**

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**Keywords: crowdfunding,  
crowd funding, kickstarter,  
indiegogo, gofundme, equity  
funding,  
crowdfundingcampaign, raise  
money, free - freebie ebook  
included at end of book  
Right now, we're in the**



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**middle of a historic shift in charitable giving behavior. The rules of nonprofit fundraising are being re-written as we speak. With the emergence of social media, smartphones, and the web, opportunities for budding**

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**crowdfunders are finally opening up. What were once tried and true methods to engage donors are quickly becoming archaic and ineffective. Believe it or not, you are living in the golden age of fundraising. A handful of**

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**nonprofits have caught on and are absolutely crushing it online. They've harnessed the power of technology to run massive online giving campaigns and reach thousands of supporters across the web. It's a**

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**complete no-brainer, but not everyone realizes that yet. In this step-by-step guide, I'm going to be introducing you to several of these organizations that have caught on to and are riding a soaring trend. I've written about many of**

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**these orgs on my popular  
blog, which has been cited by  
the New York Times, the Wall  
Street Journal, and more. I've  
also spoken with many on my  
podcast. After talking with  
these nonprofits, I realized  
one thing. They're not special.**

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**What they're doing isn't all that sophisticated. They're run by ordinary folks, just like you and me. In fact, if you follow the steps that I outline in this book, you'll be able to replicate their results. You'll finally get badly needed**

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**funding for your organization.  
Take a second to imagine just  
how great it will feel to log on  
to your computer and find  
your email inbox overflowing  
with donation messages.  
Wouldn't that be awesome?  
I'm not saying that it's going**

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**to be easy. Quite frankly,  
you're going to be treading  
into uncharted waters. A lot  
of the tools, websites, and  
techniques I'm about to cover  
might seem unfamiliar and at  
first, confusing. But, I  
promise you that I'll hold your**



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hand every step of the way.

**By the end of this ebook,  
you'll have a clear step-by-  
step plan for executing an  
online crowdfunding  
campaign and know what to  
do next. More importantly,  
you'll be able to stay true**

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**your org's mission and serve  
humanity.**

**Crowdfunding 101  
Six Figure Crowdfunding  
How to Use Kickstarter,  
Indiegogo, and Other  
Crowdfunding Platforms to  
Support Your Entrepreneurial**

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Crowd  
**and Creative Dreams  
Crowdfunded  
Raise Capital on Your Own  
Terms  
Crowdfunding for Small  
Businesses and Startups  
Equity Crowdfunding  
A Guide to Raising Capital on**

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**the Internet**

More Than Money Jamey  
Stegmaier knows  
crowdfunding. He's a veteran of  
seven successful Kickstarter  
campaigns (and counting) that  
have raised over \$1.4 million,

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and he's the proprietor of the  
widely read Kickstarter Lessons  
blog. In this book he offers a  
comprehensive guide to  
crowdfunding, demonstrating  
that it can be a powerful way  
for entrepreneurs to grow their

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businesses by building  
community and putting their  
customers first. This book  
includes over forty stories of  
inspiring successes and  
sobering disasters. Stegmaier  
uses these examples to

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Crowd  
demonstrate how to (and how not to) prepare for a campaign, grow a fan base, structure a pitch, find new backers, and execute many other crucially important “nuts and bolts” elements of a successful

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crowdfunding project. But Stegmaier emphasizes that the benefits of crowdfunding are much more about the “crowd” than the “funding.” He shows that if you treat your backers as people, not



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pocketbooks—communicate regularly and transparently with them, ask their opinions, attend to their needs—they'll become advocates as well as funders, exponentially increasing your project's

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chances of succeeding.

Fund and Fuel Your Dreams!

You're an entrepreneur with a great idea. But your business needs money. So, do you max out your credit cards, borrow from friends and family, and do

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everything yourself? Or do you  
make a devil's bargain with  
some venture capitalist who'll  
demand a tenfold return and  
could easily take your business  
out from under you? No and no!  
You don't have to bootstrap,

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and you don't have to sell out!

Jenny Kassan says the landscape of investment capital is far larger and more diverse than most people realize. She illuminates the vast range of capital-raising strategies

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available to mission-driven entrepreneurs and provides a six-step process for finding and enlisting investors who are a match with your personal goals and aspirations. The plan you create will inspire you, excite

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you, and help you achieve your  
dreams!

This open access book presents  
a comprehensive and up-to-date  
collection of knowledge on the  
state of crowdfunding research  
and practice. It considers

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crowdfunding models and their different manifestations across a variety of geographies and sectors, and explores the perspectives of fundraisers, backers, platforms, and regulators. Gathering insights

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from a wide range of influential researchers in the field, the book balances concepts, theory, and case studies. Going beyond previous research on crowdfunding, the contributors also investigate issues of



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community, sustainability,  
education, and ethics. A vital  
resource for anyone  
researching crowdfunding, this  
book offers readers a deep  
understanding of the  
characteristics, business

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models, user-relations, and  
behavioural patterns of  
crowdfunding.

A guide to using the best  
business principles to build a  
crowd-funding campaign on  
kickstarter.

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The Secrets of Crowdfunding  
The Everything Guide to  
Crowdfunding  
Everything You Need to Raise  
Money from the Crowd  
A Simple, Step-by-Step  
Roadmap for Crowdfunding

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Over \$60,000

The Crowdfunding Handbook  
for Startups, Filmmakers, and  
Independent Creators

Online Fundraising Hacks

The Kickstarter Handbook

Legally and Effectively Raising

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On April 5, 2012, President Barack Obama signed the Jumpstart Our Business Startups Act, better known as the JOBS Act. The act is designed to "reopen American capital markets to small companies," defined in the act as

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Emerging Growth Companies . This is one of the most significant legislative initiatives in finance since the Securities and Exchange Acts of 1933 and 1934, and it opens up funding to a slew of companies previously shut out of the capital markets. Here's the good news:

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Small businesses and startups will be able to raise up to \$1 million in equity (or debt) funding online via what are called Crowdfunding Platforms -online communities and websites. Imagine an eBay-like site that allows you to post your idea for a commercial venture online and

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then allows investors to purchase equity shares or stakes in it. As one journalist put it, it's "social media meets venture capital." How can you get in on the new funding opportunities? That's what The JOBS Act: Crowdfunding for Small Businesses and Startups is all



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about. Investment expert William Michael Cunningham shows how the new law will enable you to use the internet to raise significant amounts of capital funding for your startup. After discussing briefly the development and implementation of the law, what it means, and how it

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will impact the business startup marketplace, he delivers the nuts and bolts of how to take advantage of the JOBS Act to access new sources of capital for your small business or startup. As you'll see, the act has the power to unleash a new wave of innovation, increase

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employment, and set many more average entrepreneurs and investors on the road to wealth. Not just for entrepreneurs, The JOBS Act: Crowdfunding for Small Businesses and Startups will benefit investors, securities lawyers, community development

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specialists, educators, venture capitalists, and those offering services in the new crowdfunding arena. It is, simply, the most current and most comprehensive compendium of information on the law and its impact on this new market. What you'll learn What the

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Jobs Act is and why it's needed  
The Jobs Act's definition of  
"crowdfunding," "crowdfunding  
platforms," and "emerging growth  
companies" How to get up to \$1  
million through crowdfunding The  
risks and rewards of taking  
advantage of Jobs Act How to stay

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crowd  
on the right side of the law when  
soliciting funds How to identify and  
deal with reliable crowdfunding  
platforms and companies How  
businesses owned by women an...  
Essential Steps to Crowdfunding  
SuccessKickstarter Indiegogo Do's  
and Don'tsBring Your Idea, Dream

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or Project to Life Through  
Crowdfunding.If you have a  
Kickstarter, Indiegogo or any other  
crowdfunding campaign going now,  
planning to start or would like to  
start or relaunch a campaign this  
book is for you.Clear, Easy &  
Straight To The Point to get you

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FUNDED...There are simple, practical, quick steps you can make to get the focus on your crowdfunding campaign to get funded.All of the things you will learn with this book cannot be explained in a short description. You will gain many pages of pure



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knowledge and awesome tips. No doubt if you follow these tips you will gain backers. Clear, concise and easy to follow Follow the TIPS to get Backers Where else will an author back your campaign? "I looked up and all of a sudden I noticed that I had become a Serial

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Crowdfunding Backer. Seems it happened overnight. With my contributions given to various campaigns, I have learned so much about crowdfunding and how to be successful. I soon began giving advice on what works and what doesn't. Now within seconds, I can

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easily give tips. So, I decided to  
write and publish my first book.

This is so I can help others get their  
Campaign Funded  
Successfully." Liz

The Crowd Funding Services  
Handbook