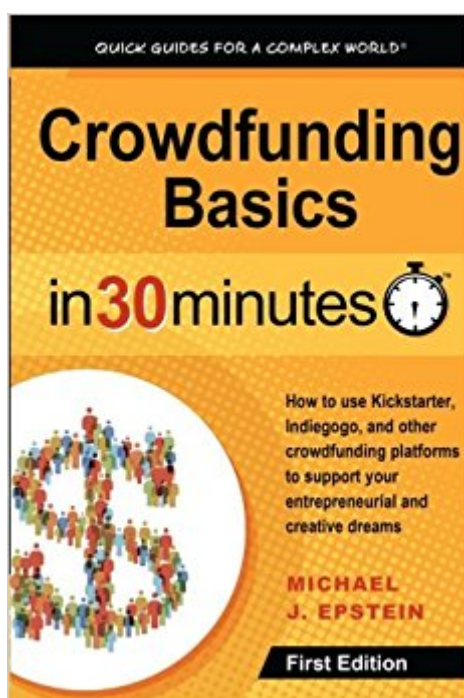


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# Crowdfunding Basics In 30 Minutes: How To Use Kickstarter, Indiegogo, And Other Crowdfunding Platforms To Support Your Entrepreneurial And Creative Dreams



## Synopsis

New 2017 crowdfunding guide Just a few short years ago, if you wanted to produce a new gadget or raise money to make an independent film, you had no choice but to scrape together funding on your own ... or hope a generous friend or relative might put up seed capital. These days, there's a new approach: crowdfunding. Sites such as Kickstarter, Indiegogo, and GoFundMe can not only help you raise money to fund your idea or cause, they can also help you establish a community of enthusiastic supporters. In *Crowdfunding Basics In 30 Minutes*, author and crowdfunding expert Michael J. Epstein explains how to plan and execute a successful crowdfunding campaign. In a single sitting, you will learn about the different types of crowdfunding projects that are possible, including entrepreneurial startups (Kickstarter and Indiegogo), creative or artistic projects (Kickstarter, Indiegogo, and other platforms), charities and community causes (GlobalGiving), individual support campaigns (GoFundMe), and patronage funding (Patreon). Start crowdfunding the right way! This crowdfunding book covers budgeting basics as well as goal-setting, not to mention the importance of preparing professional-looking campaign assets such as video clips, photographs, and calls-to-action. The author explains how to design reward tiers that not only attract backers, but also won't bankrupt your budget. Other topics in *Crowdfunding Basics In 30 Minutes* include: Determining how much money you can raise Pros and cons of platforms including Kickstarter, Indiegogo, GoFundMe, Patreon, and more All-or-nothing campaigns vs. partial funding campaigns vs. patronage systems Crowdfunding budgets and planning Crowdfunding time requirements Hidden crowdfunding costs, from shipping to backer melt Taxes and crowdfunding legal requirements Crowdfunding best practices for tiered rewards Telling your crowdfunding story with images, video, and text Ten top tips for creating a great campaign video for Indiegogo, Kickstarter, or other platforms Six tips for an effective crowdfunding pitch Nine best practices for tiered crowdfunding rewards Why crowdfunding campaigns fail: 10 pitfalls to avoid How to keep momentum going in a lagging campaign The art of communicating with crowdfunding backers Crowdfunding expert with a record of success Throughout *Crowdfunding Basics In 30 Minutes*, Epstein cites his extensive experience organizing crowdfunding campaigns as well examples from some of the hundreds of other campaigns he has backed. If you have been dreaming about launching your own crowdfunding project, this crowdfunding book will be an invaluable guide. Order it today! Note: *Crowdfunding Basics In 30 Minutes* is not affiliated with "For Dummies" books, Kickstarter, Indiegogo, GoFundMe, Patreon, or other services referenced in the guide. In 30 Minutes™ is a registered trademark of publisher i30 Media Corp. All rights reserved.

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## Customer Reviews

Michael J. Epstein is a Los Angeles-based filmmaker, writer, musician, and scientist. His work has been featured in TIME, Scientific American, The Wall Street Journal, USA Today, SPIN, CURVE, Famous Monsters, and Fangoria. Michael's feature films TEN, Magnetic, and Blood of the Tribades were all funded using Kickstarter.

Practical, yet entertaining book that will help anyone trying to crowd fund. It broke down the different types of crowd funding with pros and cons for each. Offered simple steps and how tos for succeeding, including example budgets and timelines. An easy read, with some humorous anecdotes as well.

This is a clear, direct book and a quick read. I have prior knowledge of crowdfunding, and I definitely learned more here. An efficient use of my time, and a solid overview.

What's great about this book is that the examples are pure reality. I mean, it's one thing for someone with a gazillion followers to do a crowdfunding campaign...it's something else for ordinary mortals. It's an engaging book that's worth referencing. On the verge of launching a crowdfunding campaign myself, this book has made me re-think my plans and my strategy. Take a step back and get the advice of someone who's been there.

This book is a comprehensive overview of everything you need to kick off a crowdfunding campaign. I was provided a print copy for review and it truly is a thirty minute read which saved me a ton of time from online researching the pros and cons of different platforms like Kickstarter and GoFundMe. I think a lot of the tips and suggestions are helpful for making a campaign go viral, which is really the dream of any crowdfunding endeavor. I like that this manual also covered taxes and legal requirements, the most productive way to communicate with backers, and how to wrap up the campaign. Although initially I thought the Kindle price was a little high, like the saying goes: time is money and *Crowdfunding Basics in 30 Minutes* is a quick way to take in a ton of information. Very excited to get to the next stage of my campaign!

The rise of crowdfunding websites has traveled hand-in-glove with spreading social media. Savvy media customers use their web presence to solicit support for their entrepreneurial ventures, artistic experiments, medical bills, and more. A young couple I know is crowdfunding their fertility treatments. But not every crowdfunding venture succeeds. What makes some triumphant, and others sputter on the launch pad? Los Angeles-based renaissance man Michael J. Epstein has used crowdfunding to support himself as an independent filmmaker and indie musician. His familiarity with crowdfunding shows a mix of academic research and practical experience. As a writer, he shows a careful balance of raconteur and scholar that most working journalists should aspire to emulate. And he explains the crowdfunding principle in ways naifs and part-timers, like me, can really understand. Novice crowdfunders may mistake the process for the online equivalent of passing the hat. An earnest appeal, backed with some concrete example of your plans, should get at least a few people to crack their wallets, right? Not so, says Epstein. This book, longer than a pamphlet but shorter than, say, a Malcolm Gladwell treatise, delves into crowdfunding without bogging down in details. Because not everything about crowdfunding is obvious. First, not all crowdfunding platforms are equal. Epstein doesn't have a thorough list of all crowdfunding websites, since in today's economy, individual sites come and go; he name-checks a few popular sites, but only as examples. For instance, Kickstarter, targeted at for-profit entrepreneurs, has an all-or-nothing mentality that encourages a certain urgent mindset. GoFundMe aims to buoy struggling individuals, while Patreon subsidizes artists and other creative professionals. But even beyond finding the right platform, Epstein says, certain habits of businesslike thinking apply across multiple models. In a media-saturated digital marketplace, simply having an earnest, factual appeal isn't enough. Serious operators need a professional logo, well-made video, concise but informative text statement, and at least a few good audio or video

clips. That's just for a minimum. This means having a good professional network; guerilla operators get overwhelmed quickly. Finally, Epstein repeatedly returns to the idea that crowdfunding isn't merely making a dispassionate business pitch, we're building relationships. Which makes sense, on consideration. I favor my local grocery for convenience, selection, and value, but also because I know and trust the workers. How much more does that apply online, where we're bombarded by appeals daily, unmoored from the urgency of needing fresh produce close to where I live? Epstein's pitch is detailed enough to inform readers, but brief enough to prevent discouragement. He makes generous use of screen captures, infographics, charts, and other goofballs designed for visual thinkers. Essentially, this book is laid out like a webpage, appropriately enough, since it's designed for web semi-professionals accustomed to the Internet's multimedia format. This makes for smooth reading for multiple audiences, without dense, discouraging blocks of text. The title notwithstanding, don't expect to really understand crowdfunding in thirty minutes. At 73 pages plus back matter, this isn't lunch break reading. And that's before the necessary time spent planning and practicing the principles Epstein lays forth here. This book requires readers to think and plan conscientiously. But if it gets us thinking like business professionals, planning with a long horizon, we're already a step ahead, right?

Thank you for taking a look at *Crowdfunding Basics In 30 Minutes*. I'm happy to answer any questions.

If you'd like to learn the very basics of crowdfunding, this book is an interesting and quick read. Can you complete it in 30 minutes? That may be a bit ambitious and you'd have to skip around but it is a fast read. Crowdfunding is an ever important platform so a resource like this is always helpful. The price point seems a bit expensive for a book this small as the format may lend itself better to an ebook.\*\* I was offered a review copy of this book.

Extraordinarily thorough, easy to read, excellent examples and from a source who knows what he is talking about. This is a nuts and bolts introduction for artists who want to fund their projects without having to read the words "This is what Zach Braff did."

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