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Kickstarter For Dummies



Synopsis

Learn to use Kickstarter to make your great ideas a reality As a crowd-funding website for creative 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 Kickstarter account, set up 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 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 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!

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Customer Reviews

I just wanted to say THANK YOU for being the mastermind behind Kickstarter for Dummies. I just completed a successful Kickstarter campaign of my own, due in large part to the suggestions YOU wrote about in your book. It was a TON of work to complete successfully - but you made it just a bit easier by sharing your wisdom - THANK YOU! -â •Erin Albert

Learn to: Develop a campaign page that inspires contributors Establish rewards for your backers

Estimate how much money you need to raise Use social media to enhance awareness Find backers and bring your dream project to life with Kickstarter Do you have the next blockbuster movie, award-winning game, or bestselling graphic novel in your head? Just need funding to make it happen? Learn how to use Kickstarter with help from this handy little book, and connect with backers who want to fund your project. See how to make your idea irresistible, develop your campaign, and bring your dream to life! Join the crowd — learn how crowdfunding works and the advantages Kickstarter offers Kickstart your campaign — profile your project and showcase its uniqueness in a compelling video Dollars and sense — examine all the cost factors and make a detailed, realistic estimate of your fundraising goal Build your base — determine likely backers and grow community support for your project Everybody wins — create rewards for your backers at different dollar levels Drop the flag — kick off your campaign, track your backers, and monitor expenses Spread the word — promote your campaign with press releases, online ads, events, and social media Open the book and find: Case studies of successful campaigns Tips for delivering your project on time Why your video is so important Hints for estimating donations What to include in your project description Ways to communicate with your backers How to use Kickstarter on your iPhone Ten creative reward ideas

This was a very good starting point. I have since read some other publications on Kickstarter that were a little more in depth, but as it is one of the "For Dummies" books, it is what I expected. Definitely helps make the decision early on if Kickstarter is right for you, as it points out all the things that someone starting their first one may tend to forget. I read this while on a train, so I wasn't interacting with Kickstarter at the time, and that may have been the biggest help as I read it all the way through before even starting, then had it open on my Kindle as I worked on it. Definitely a worthwhile read if you're thinking about doing your first Kickstarter campaign, or if you've failed at one before.

Most of this info you can get online and it was more for artists (like entirely) not inventors, however it still was a good quick read of the whole Kickstarter process without digging around on the net. It wasn't too expensive, so if you like books to get some of your info from, this isn't a terrible one since you will get at least some good insight into the whole process.

Although useful, this book is very very basic. I recommend it as a first read before moving on to a more in depth sophisticated explanation of starting and running a Kickstarter campaign.

Appropriately titled, it really is a book for dummies on the subject. I did find it easy to understand and to get the basics - therefore i do recommend it... good luck!!!

Very helpful book when you're figuring out Kickstarter.

This basic primer takes you through the steps of setting up, promoting and following through on a Kickstarter campaign. While it covers all the basics, it would benefit from stronger examples, more legible screen shots, and a tighter presentation. Perhaps it is in line with the Dummies format (I am unfamiliar), but I was hoping for more. It will get the job done.

Very informative and great examples. Thanks from Crowd101.com

Very clear and precise! A great help!

Good book!

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