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The Kickstarter Handbook: Real-Life Success Stories Of Artists, Inventors, And Entrepreneurs



Synopsis

So you want to produce a short film. Or design a new 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 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 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 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 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 starts flowing in. On Kickstarter, it happens to a few lucky visionaries every week. Here's how to be one of them.

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Customer Reviews

“...a quick-to-read reference that will help any reader gain a fairly deep understanding of the world of crowdfunding.” —Deseret News

Don Steinberg has written for New Yorker, GQ, Harper's, the Wall Street Journal and a host of other national publications. He has also worked as senior editor for Inc. magazine and a staff writer for the business section of the Philadelphia Inquirer. He lives in the Philadelphia area.

I actually found out about Kickstarter before it was widely known--should have been faster to pitch my own product, but..."woulda, coulda, shoulda". Now, it's entered the popular culture in a major way--a great idea but now many projects are competing for donors and even with crowdsourcing, funding is getting less and less available. From the title, I expected an anthology of success stories so actually I was pleasantly surprised to find that, while it has some of those, it is mainly a "how to" that tells how Kickstarter works and how to present and fund a project through it. For that reason, I like it and especially recommend it to anyone who thinks they have a project that might have a wide appeal and wants to know how to pitch it. (And not sure how this review shows up--yes, I got it from Vine but lost it and ordered it so I could do the review. So...a twofer, hopefully, in the listing.)

Brief, to the point, and entertaining with numerous case studies. A good reference. Recommended to anyone considering funding a project.

great product, fantastic price

An excellent round up of useful tips Some old stuff I already knew but some new wrinkles that I hope will help when I finally get started on my own campaign. Recommended!

Lots and lots of examples, tied together well. Got a good amount from it

Good book with solid advice. Book came on time and shined like new. Happy customer here :)

Loved this book! Great ideas from real kick starter campaigns. Cannot wait to launch and exceed my kickstarter campaign for BeautyBit! Keep an eye out for it and please help BeautyBit reach our goal!

This is the most thorough book I've found about the ins and outs of using Kickstarter to fund your project. As the book states, you have to be prepared to treat it as full-time job in order to make it

work -- but the rewards are there. Highly recommended.

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