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Should You Serialize Your Comic Book on Kickstarter? [Savvy Strategy] ~~How to Start a Kickstarter~~ A Crowdfunder S

Strategy Guide

In A Crowdfunder's Strategy Guide, Jamey discusses that no matter how great of a product you think you might have, it is the people that support it that make it truly great. By putting every single backer first, you establish trust that can keep those backers interested in your future endeavors.

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book. Read 27 reviews from the world's largest community for readers. As a veteran of six successful Kickstarter campaigns...

A Crowdfunder's Strategy Guide: Build a Better Business by ... Jamey Stegmaier knows crowdfunding. He's a veteran of seven successful Kickstarter campaigns (and counting) that have raised over \$3.2 million, 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 businesses by building community and putting their

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customers first. A Better

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A Crowdfunder's Strategy Guide -  
Berrett-Koehler Publishers

A Crowdfunder's Strategy Guide is much more anecdotal than my blog. Whenever I read a book like this, I find myself skipping over the pedantic parts to get to the concrete, real-life examples. So I've tried to fill the book with stories, not lessons.

A Crowdfunder's Strategy Guide -  
Berrett-Koehler Publishers

Welcome to the Crowdfunder guides Thinking about crowdfunding and not sure where to start? On these pages, you'll be able to find all of the information you need to see success with your Crowdfunder project.

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Crowdfunder is the platform for raising funds for ideas that matter, and you can do this through donations, rewards or community shares.

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Build a Better Business by Building Community. Jamey Stegmaier. 5.0  1 Rating; \$9.99; \$9.99; Publisher Description.

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A Crowdfunder's Strategy Guide: Build a Better Business by Building Community - Kindle edition by Stegmaier, Jamey. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and

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customers first. A Better

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A Crowdfunder's Strategy Guide  
by Jamey Stegmaier ...

A Crowdfunder's Strategy Guide.

Jamey Stegmaier, president and  
founding partner of Stonemaier

Games, is a successful board  
game entrepreneur and

Kickstarter evangelist who reveals  
the key tips and secrets to

achieving success on Kickstarter  
in A Crowdfunder's Strategy

Guide. The key lessons Jamey  
shares in A Crowdfunder's

Strategy Guide, as inspired by his  
Kickstarter Lessons blog, are the

culmination of Jamey's  
experience and success with

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"A Crowdfunder's Strategy Guide  
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This book should do much to  
answer basic questions about  
crowdfunding and provide those  
interesting in using crowdfunding  
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Foreward Magazine (Barry  
Silverstein, Winter 2016)

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Guide: Build a Better Business by Building Community by Stegmaier, Jamey online on Amazon.ae at best prices. Fast and free shipping free returns cash on delivery available on eligible purchase.

More Than Money Jamey Stegmaier knows crowdfunding. He's a veteran of seven successful Kickstarter campaigns (and counting) that have raised over \$3.2 million, 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

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grow their 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 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 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 pocketbooks—communicate regularly and transparently with

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them, ask their opinions, attend to their needs—they'll become advocates as well as funders, exponentially increasing your project's chances of succeeding.

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, 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 businesses by building community and putting their customers first. This book includes over forty stories of

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## Business By Building Community

Jamey Stegmaier knows crowdfunding. He's a veteran of seven successful Kickstarter campaigns (and counting) that have raised over \$1.4 million, 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 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 demonstrate how to (and how not to) prepare for a

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The purpose of this book is to describe how an established

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technology company or an entrepreneur can use crowdfunding to raise capital from accredited investors. The book is targeted to small private technology companies, usually with less than 10 employees, and with more than 3 years of operational experience. Within the category of equity crowdfunding, there is a sub-category called "accredited investor" crowdfunding, characterized by investments made by investors who expect a profit, and generally will continue to support the enterprise over a longer period of time than the venture capitalist. Generally, the goal for the amount raised would be around \$1 million. As is the case for most of the Reg D capital

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raised in 2012, the use of the capital is for business growth and expansion, in such items as new staff, sales and marketing, and new capital equipment. From a technological point of view, the capital would generally be used to improve an existing product or service, called a sustaining innovation. The book covers the steps and executive or entrepreneur follows to prepare and execute a crowdfunding project. It provides a detailed analysis of the 10 accredited investor crowdfunding websites currently in operation. This book is not about donor-based crowdfunding, or its near cousin, non-accredited investor crowdfunding. This book is intended for CEOs of technology

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Companies and technology entrepreneurs who would like to learn more about this new technique of raising capital.

The integration of technology into entrepreneurial initiatives has led to the use of online communities to raise funds for projects and ventures. Through the use of social media platforms and the social web, crowdfunding has provided an innovative, large-scale fundraising solution for both personal and professional initiatives. Strategic Approaches to Successful Crowdfunding brings together a collection of research-based chapters relating to the use of the social web to raise funds and provide financial support for start-up companies,

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Individual pursuits, and philanthropic endeavors. Focusing on a diverse set of topics relating to e-commerce, capital investment, peer-to-peer lending, digital philanthropy, and virtual communities, this timely publication is an essential reference source for academicians, researchers, professionals, and graduate students interested in understanding the dynamics, best practices, and managerial solutions for drawing funds and financial support from online communities.

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

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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 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 entrepreneurs, financiers, and other professionals. It skillfully addresses the market dynamics that are catapulting crowdfunding into the mainstream and explores

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essential issues ranging from planning an online campaign, post-transaction management, and business 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 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 Media's own staff Crowdfunding affords-start ups and other smaller businesses better access

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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 entails and how it can benefit everyone involved.

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

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 on their priority list. But, until recently, they were always separate activities - first you would raise the money, and then

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you would spend it on marketing. The advent of equity crowdfunding means these two 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 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 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

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be 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! 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 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 equity crowdfunding will be a good fit for

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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 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 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 equity crowdfunding to raise millions of dollars, euros and pounds. And the expert advice from 12 market-

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Leading platforms at the forefront of the equity crowdfunding revolution. This book is truly global in 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. This is THE complete guide, with no prior knowledge assumed, and will teach you equity crowdfunding from the ground up.

"

Learn the ins and outs of equity crowdfunding with this informative guide Equity Crowdfunding for Investors is a comprehensive, objective, and authoritative guide to the social

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and financial rewards of crowdfunding. Before now, angel investing – and the spectacular returns possible in this asset class – has been off-limits to all but the wealthiest Americans. Now equity crowdfunding portals allow the general public to buy shares in startups and fast-growing private companies for the first time in generations. This book provides the guidance individuals need to invest wisely, tempering the excitement of leading-edge technology, innovative business models, and exciting new brands with thorough, practical know-how – including investor limits and requirements, portfolio strategy, deal terms, and much more. Readers will learn the pros and cons of investing in equity

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crowdfunding so they can make an informed investment decision, as well as best practices for finding, researching, evaluating, and buying into potentially profitable startups. Digital components include tables, graphs, comparison charts, screen captures, checklists, and other tools that further enable readers to make suitable investment choices. Equity crowdfunding is a new, exciting, and evolving way for growing businesses to raise capital and for average investors to buy equity in those businesses. It has been hailed as a "game changer" in the private capital markets, particularly the angel investment asset class, which includes angel investing. This book shows

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Readers how to take full advantage of this new avenue of investment, without being taken advantage of themselves. Make smarter investment decisions Avoid being ripped off Find the best information available Understand the SEC rules and limits Equity crowdfunding can produce huge returns. It also comes with huge risk. Some companies will succeed, but many will fail. Everyday investors can mitigate some risk and increase their chance of profit with the fundamental insight provided in Equity Crowdfunding for Investors.

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

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and Alex 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 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 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,

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and Joan Didion's documentary. In this book, Daly takes readers deep 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 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.

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