

Crowdfunding Profits Course

Quick Reference

This course will include a Step by step guide, General Training, pre-launch material, launch material, sales pages, lead magnets system, list building training, post launch material, crowdfunding update, road map, thank you, share, follow up sequence

I. Module 1: What is Crowdfunding and Crowdfunding Consulting?

A. What is Crowdfunding?

Crowdfunding means to get relatively small amounts of money from a large number of people in order to help fund your project.

1. What is Crowdfunding?
2. At it's core Crowdfunding is:

crowd·fund·ing

¹kroud ɪ fəndɪŋɡ/

noun. the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.

3. Crowdfunding is so much more:

- a) way to launch a new business or concept
- b) a way of launching a product or business
- c) a way to market a business or concept
- d) a way of funding a business or concept
- e) a way of creating a lot of buzz and media attention for a business or concept
- f) a way of finding your audience
- g) it's a way of capturing your audience (list building)
- h) it can help you get into retail locations
- i) get good customer feedback

B. What is a Crowdfunding Consultant?

A Crowdfunding Consultant gets paid to help other people or businesses run a successful crowdfunding project. Everything you've learned as an internet marketers up until today has prepared you to be a crowdfunding consultant.

1. Email marketing
2. social media marketing

3. paid advertising
4. product launches
5. upsales/down sales/ cross sales
6. blogging
7. SEO
8. video creation
9. YouTube marketing
10. sales pages
11. landing pages
12. websites
13. niche research

You don't have to do all these things for every crowd funding campaign, and businesses will pay you for each and every item they want you to do for their campaign, and it can be outsourced.

You're 90% ahead of every other business out there just by knowing what these things are and how they are useful.

If you have your own crowdfunding ideas, this course will give you everything you need and more.

C. How do you get paid?

You can get paid several different ways:

1. up front fee
2. get a percentage
3. Up front fee AND a percentage
4. Partner and split the cost (and let the business pay for any hard marketing costs while you pay with the work you do)

II. Module 2: Client Sales Process

A. Selling Large Sums of Money To Businesses

1. Who Can You Sell Your Crowdfunding Services to?
 - a) Local Mom and Pop Businesses
 - b) Successful Companies
 - c) Inventors
 - d) Work from Home
 - e) Idea People
 - f) Artists
 - g) Entrepreneurs
 - h) Startups
 - i) Resellers
 - j) Product Creators

- k) Ecommerce Businesses
 - l) Business already looking to launch a CF campaign
 - 2. Suggestion:
 - a) Find a business with an email list
 - b) Launching a Campaign to Existing List Cuts Out Tons of Work
- B. Sales Material
 - 1. White Paper
 - 2. Email Template
 - 3. Phone Script
 - 4. Voicemail Message
 - 5. Fliers
- C. Client Sales Process - Build Value
 - 1. Consultant Interview worksheet -
 - a) Do they have a list?
 - b) Product Idea
 - c) What's their why?
 - d) What can they invest in the campaign?
 - (1) money
 - (2) time
 - (3) connections
 - (4) resources
 - (5) Social Presence
 - (6) Email List
 - e) do they have a prototype?
 - f) Who's going to make the video
 - g) What is this product's story?
 - 2. Negotiate Terms

III. Module 3: CF Roadmap

- A. Start by Re-Listing Assets (with the client)
 - 1. Complete Asset Worksheet:
 - a) Resources
 - b) Customer List
 - c) Network (To build a team - people to help you promote, family friends)
 - d) Money
 - e) Skills
 - f) Equipment
- B. Timeline
 - 1. Recommits
 - 2. Assigns Responsibilities
 - 3. Sets Schedule
- C. What Makes A Campaign Successful?

1. Preparation
 - a) Track Record
 - b) Market Research
 - c) List
 - d) Video
 - e) Sales Page
 - f) Perks
 - (1) Early Bird
 - (2) Regular
 - (3) Premier
 - g) Goal
 - h) Stretch Goals
 - i) Team
 - j) Story
 - k) Why
 2. Engage
 - a) Frequent Posting Updates
 - b) Social Media
 - c) Blogs
 - d) Mass Media Writers
 - e) Emails
 3. Reach Goal Quickly
- D. Research (Consultant only: comes with PPT presentation for client after research is done)
1. Select 3 profitable markets
 2. Choose a Market
 3. Research 3 Successful Projects in that Market
 - a) Why Were they Successful
 4. Research 3 Failed Projects in that Market
 - a) Why Did it Fail?
- E. Idea Framing
1. Identify Product Opportunities
 2. Choose Product to move forward with
- F. Find a Supplier
1. Locate Supplier
 2. Contact Supplier
 3. Crunch Numbers
 4. Choose a Supplier
- G. Branding
1. Choose Product Name
 - a) The Name Needs to be Descriptive and have a Personality
 - (1) Descriptive - What does the product do?
 - (a) What people hear the name they'll know what it is

(b) Example for Bluetooth speakers might be: Speaker, Blue, Speak, Sound, Boom, Amp

(2) Personality - Like a Proper Name

(a) This can combine with the descriptive word to give it more personality

(b) Examples of a Personality Filled Names might be: EcoSpeako, BlueBuddy, GoSpeak, BlueBoom, Amper

(c) Should allow people to say it in a way like it's an individual or part of the family or it's own entity. Examples: Can I take the HONDA?, Can you hand me my IPHONE? Have you seen my FITBIT?

2. Buy Domain Name

a) Doesn't have to be same name as product

3. Create Logo

H. Development

1. Start Getting Prototype designed

a) upwork

b) fiverr

c) acquaintance

2. Find Prototype Produced

a) Makershop

b) 3-d Printing Shop

c) Photoshoped by Designer

d) DIY

3. Have it produced

a) Will Cost Money

b) May need to create several prototypes

c) Doesn't have to be perfect

IV. Module 4: Select Your Crowdfunding Platform

A. Crowdfunding Platform Landscape

1. Kickstarter

a) brand-new products already created

b) all or nothing

2. indiegogo

a) reselling existing products

b) flexible funding

c) pre-prototypes

d) outside the USA

e) non-profit

3. gofundme

a) charitable

- b) non-profit
 - c) cause
- V. Module 5: Launching Your Crowdfunding: Creative Build
 - A. Setting your Campaign Goal
 - 1. Need to reach it as quickly as possible
 - 2. Create Your Stretch Goals
 - 3. What's the Minimum you need to fulfill?
 - 4. Contingency
 - B. Build Your List
 - 1. Leadpages
 - a) Setup Market Research Landing Page
 - 2. Social Ads
 - a) Setup Retargeting Campaign
 - b) Launch Retargeting Campaign to Find Right Marketing Message
 - C. Interactive Content
 - 1. Press Releases
 - a) Launch PR
 - b) Success PR
 - c) Final PR
 - 2. Emails
 - a) Prelaunch Emails
 - b) Launch Email
 - c) Success Email
 - d) Final Email
 - 3. Social Media Content
 - a) Trending Related Topics
 - b) Campaign Updates
 - c) Fun Interactive Posts
 - d) Feedback Questions
 - 4. Updates
 - a) It's important to update your backers 1-2 times a week. Campaigns that update their campaigns earn more. Share campaign updates, ask them to tell their friends or give them a special offer.
 - D. Sales page
 - 1. Come up with reward Perks
 - a) Early Bird
 - b) Regular
 - c) Premier
 - 2. Start Sales page Creation
 - 3. Start graphics
 - a) Graphics
 - b) Animated Gifs

E. Sales Video Creation

1. Example: The Coolest Cooler
2. Emotional
3. Experiential
4. Benefits not Features
5. Target the common man
6. Introduction of the founder
7. Show them that you're close to completion.
8. Show, we just need your help to get over this hump
9. creating the video
 - a) Different Types of Videos
 - (1) explainer video - animated
 - (a) videoFX
 - (b) Explandio
 - (c) Outsourced (Upwork or fiverr)
 - (2) Videohive Stock Video
 - (3) Make it Yourself
 - (a) Actors
 - (b) People you know
 - (c) Iphone or DSLR
 - b) The Crowdfunding Video Format
 - c) Video Vision
 - d) Outline Video

VI. Module 6: Launching Your Crowdfunding Project -- Launchtime

A. Prelaunch

1. List Building
 - a) Contest
 - (1) simplest contest give away a chance to win the product
 - (2) related product
 - (3) ebook (not recommend for most people: upfront work and expense, and may not resonate with the audience if not done right)
 - (4)
 - b) Landing Page for contest
 - c) FB Ad Campaign
 - (1) setup initial ad
 - (2) setup retargeting
2. Traffic
 - a) Optimize FB page
 - b) Setup & Optimize Twitter, Pinterest, Instagram
 - c) Write Press Release
 - d) Prepare Press Release for Distribution

3. Press
 - a) Prepare names of Press that write about what you do
 - b) Write email for press
4. Finalize Perks and Goals
5. Finalize Sales Page with Video
6. Optimize Account
 - a) Make sure you participate in other Campaigns
 - b) Enlist a Campaign Team
 - c) Create Team Page

B. Launch

1. Go big or go home (First Few Critical Days)
 - a) you want to reach your goal in the first few days of your campaign
 - b) the quicker you reach your goal the better your chances your crowdfunding platform will feature your campaign, sending you lots more traffic.
 - c) also the more likely it is that you will meet and exceed your goal.
2. Team Meeting
3. Contact Leads Before Launch
 - a) send out an email that your launch is about to happen, and that their support and contribution would help bring this project to life.
4. Contact Press Before Launch
 - a) Make sure you reach out to as many people in the press or blogosphere in your niche to tell them about your launch.
5. Go Live
6. Contact Everyone again about live campaign
 - a) Let everyone know that your campaign is live and where they can go to offer they support.

C. Promote

1. Partners
 - a) Your Team
 - b) Associations
 - c) Organizations
 - d) Anyone With A Network Or List
 - e) Other CF Campaigns
2. Personal
 - a) All Your Friends
 - b) Family
 - c) Random Enthusiasts
 - d) Get Uncomfortable Commitments
3. Press
 - a) Getting Help From The Press is Critical
 - b) Start with local press
 - c) Get industry related press or bloggers to help promote

- d) Branch out to national/general press last
 - 4. Purchasers
 - a) Find People Who have previously purchased Crowdfunding products
 - b) Reach out to them
 - c) Make them a special offer
 - d) Write a compelling message to them and get them to buy
- D. Engage
- 1. Campaign Updates
 - a) Communicate everything that's going on.
 - b) Open Conversations
 - c) Same Day Weekly Updates are Best
 - 2. Infinite Thank Yous
 - a) Thank Everyone for Sharing
 - b) Thank Everyone Who contributes
 - c) Thank your Team
 - d) Thank Them All Again
 - 3. Social Media
 - a) Everything that goes out anywhere else should go up on social media
 - b) Make sure you check and answer comments
 - c) Make sure you check and answer messages
 - d) Continue to find influencers on social media and get them to share
 - e) Be fun and engaging as possible
 - 4. Unexpected
 - a) Let Your Supporters Know About Unexpected even if they are slightly negative
 - b) Let them Know About Good things that were Unexpected
 - c) Communicate the unexpected via Campaign Website, Email, and Social Media to make sure people get the message.
 - 5. Check Email
 - a) Make sure you check your email throughout the campaign. Your supporters want you to succeed.
 - b) Your supporters will send you emails to tell you something isn't working.
 - c) Your supporters will send you emails with great questions you haven't thought of
 - d) Your supporters will send you emails with questions you answered but they can't find.
 - 6. Stretch Goal Updates
 - a) As you approach your goals, make sure your supporters know about your stretch goals.

- b) After you reach a goal, make your campaign all about the next stretch goal. Feel free to update everything you can to redirect the focus to your next stretch goal.

E. Final Campaign Push

1. Send Final Messages, Updates, Reminders
 - a) Communicate Everything That's Going On
 - b) Daily Updates are best for final push
 - c) Ask them to purchase another
 - d) Make a final special offer
 - e) Ask them to share your campaign
2. Final Social Media Push
 - a) Connect With More People
 - b) Ask Them To Like/Follow Your Pages
 - c) Get Them To Engage, Comment & Share
 - d) Ask Them To Buy
 - e) Make It Fun
 - f) Make It Memorable
3. Communicate Everything
 - a) Let Your Supporters Know About Everything Going On
 - b) Ask Them Questions
 - c) Reply To Answers
 - d) Communicate Through All Channels
 - e) Use Website, Email, Social Media, Updates, etc
4. Send Multiple Emails Last Few Days
 - a) This Is Your Last Chance To Get The Word Out
 - b) Send Any Last Specials or Promotions
 - c) Let Them Know Everything Is Ending
 - d) Let Them Know How Their Contributions Will Help
 - e) Ask Them To Forward Your Emails To Friends
5. Remind Supporters of the next stretch Goal and what they'll get if you reach it.
 - a) Messages/Emails Should Focus On Your Next Stretch Goal
 - b) Remind Them Of Any Benefits They'll Get If You Reach It
 - c) Ask Them To Share/Forward your Messages To Friends
 - d) Let Them Know How The Next Goal Will Help Your Company
 - e) Let Them Know That Your Special Launch Offers Are Ending

VII. Module 7: Post Launch → Your Crowdfunding Project

1. Updates
 - a) This is Critical
 - b) Communicate Everything That's Going On
 - c) Communicate Any Setbacks
 - d) Communicate Successes

- e) Communicate Before Anyone Complains
- 2. Fulfilling
 - a) Communicate Daily With Your Manufacturer
 - b) You Need To Know Immediately Of Any Issues
 - c) See If You Can Renegotiate Price Based On Volume
 - d) If You're Manufacturing, Start ASAP
 - e) If A Manufacturer Falls Through, Let Backers Know
 - f) Get Your Product To Your Backers ASAP
- 3. Overseas manufacturing/suppliers
 - a) Communication Is Key
 - b) Manufacturers Can Be Bad At Communicating
 - c) Good Idea To Work With A Local Chinese Liaison
 - d) Larger Projects Could Require Boots On The Ground
 - e) Make Sure To Work Directly With The Manufacturer
- 4. Relaunching
 - a) Your Campaign Didn't Reach It's Goal
 - b) Want To Relaunch On Another Platform
 - c) Want To Launch Version 2.0
 - d) Want To Launch A New Or Similar Product