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# *Crowdfunding Guide*

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This guide is a resource for anyone considering, or planning a crowdfunding campaign. Yes, a crowdfunding campaign is a lot of work, but you do not need to do every single thing in this guide. Thousands of people have put on successful crowdfunding campaigns without knowing even 25% of the tools and tactics outlined here. Use this guide as a reference, not a step by step to-do list. Find the pieces in here that teach you something new, and add those tools to your toolbox. Use it to help you think through strategy, fill in the gaps, and to learn from the success and failure of others.

You've already taken the most important and crucial steps by finding a mentor at SCORE.

A crowdfunding campaign is an exciting thing!

Good luck, and remember, SCORE is always there to help.

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## Tools and Services

Throughout the guide, specific tools and services will be referenced. This section is meant to serve as a starting place, and list of tools that the authors of this guide have personally used and recommend.

- **Google Trends** - Use this to research and understand the current trending and popular keywords and topics related to your project.
- **Google Analytics** - A free tool for understanding where your web traffic is coming from, and break down the demographics of your backers and visitors.
- **Spyfu.com** - Use this tool to find out what keywords competitors or similar projects/companies are using to find backers and drive traffic. Choose to mimic them, or carve your own path by avoiding competing for the same keywords. Your choice. Pros and cons to both strategy.
- **MOZ** - Use this to see how many people view a specific blog each month and compare popularity. Use this and another similar service to get an average ranking and second opinion.
- **SEMrush** - Use this to see how many people view a specific blog each month and compare popularity.

Use this and another similar service to get an average ranking and second opinion.

- **Hunter.io** - This is a Chrome extension plugin. Use it for finding work related email addresses. Pair it with LinkedIn.
- **LinkedIn** - Great for finding decision makers, potential partnerships, writers, content curators, and service providers.
- **Facebook, Instagram, Pinterest** - Platforms for marketing and advertising. All of your content should be picture, video, and infographic focused.
- **Twitter** - Why is Twitter separate? Because you won't get a lot of backers from Twitter, but it's one of the best and easiest tools to use to directly contact bloggers and influencers.
- **Carrd.co** - A very useful tool for setting up a static landing page to be used for judging interest, capturing emails, and A/B testing without having to set up an entire website.
- **Shopify** - Use this if you want to setup an online store.
- **Constant Contact** - A tool for collecting and managing email addresses for the purpose of email marketing. Comes with hundreds of examples and built in templates
- **Mailchimp** - A tool for collecting and managing email addresses for the purpose of email

marketing. Comes with hundreds of examples and built in templates. .

- **BackerKit** - Useful at the end of a campaign for helping manage order fulfillment to your backers. Helps manage, customize, send and organize surveys, gather shipping info, communication and more.
- **Lettuce** - A tool that lets you accept pre-orders on your own website. Traditionally used after your campaign.
- **Fiverr**: Platform for finding freelancers to do almost anything, at affordable prices. Particularly helpful for finding graphic designers and creatives.

## **Platform Information**

### **Kickstarter vs. IndieGoGo vs. GoFundMe**

Crowdfunding platforms have been around for a while now, and have begun to see trends as to what types of projects are launched on each platform compared to others.

*Kickstarter*: Product design, art, games, film, books.

*IndieGoGo*: Community projects, grand ideas, mobile, health, and fitness

*GoFundMe*: Medical expenses, personal hardship, family fundraising.

*\*\*See further reading section for a side by side comparison of Kickstarter vs IndieGoGO*

### **Crowdfunding Consumer Mentality:**

Crowdfunding platforms started out as a place where people went to support small makers and help them get their product off the ground. Usually the maker needed money to make a downpayment on a first manufacturing run or to purchase supplies, so crowdfunding allowed them to use “pre-sales” to raise the required money, rather than taking out a loan or investing all of their savings.

Today, people still love the story of the small maker needing the help of the crowd, but more so now, people go to crowdfunding platforms to find cool and innovative products, to get them before anyone else, and at a discount to what they will sell at retail once the product is in the store. Keep this consumer mentality in mind when designing your reward levels, and your marketing strategy.

### **Quick Key Bullet Points to Keep in Mind:**

- Platforms take between 5-8% of whatever you raise, plus 2-3% in credit card processing fees. Plan

accordingly when determining your required raise amount.

- Some platforms are “all or nothing” while others allow to you keep whatever you raise where you reach your goal or not. Know which platform you are using.
- There will be trolls. Assume they are having the worst day of their lives and don’t take it personally. You will need to respond to some to show that you care and are taking things seriously, but you do not need to reply to each of them. You’ll be surprised by how many backers come to your defense.
- A crowdfunding campaign is all about storytelling. Show what the product is, how it will be used, why you are crowdfunding, and the lifestyle or environment the product will be used in. People want to be able to “see themselves” in a situation where they would want, use, or need the product.
- Use your video to show and explain the story and critical details, then use your whole page to expand on each important facet or detail of the product and story. Make sure to use infographics, images,

GIF's, numbers and whatever other visual tools you can think of on your page. People will watch the video, then skim the page to find one or two things they want to learn more about, and to look through the reward levels.

- Always link articles, advertisements, and posts back to your crowdfunding page during the campaign, rather than your own personal site.

## **Pre-Launch**

The majority of work in a crowdfunding campaign comes before you actually launch your project. The breakdown is roughly 50% before the launch, 20% during the campaign, and 30% after. In this section, we'll talk about the main items to be thought out and accounted for before you launch your project. It's up to you how fast you think you can get everything done, but in general, people tend to allow themselves two to four months to get everything worked out.

## **Line up your distribution:**

One thing that often causes massive headaches at the end of a campaign is shipping and distributing product to your backers. People understand there might be delays, but for the most part, backers expect their order to be fulfilled somewhat close to the expected time. Know how you are going to distribute and ship your product, BEFORE you start your campaign. How will you ship your product? How much does shipping cost? Will you need to provide insurance? Are there shipping restrictions on your type of product into certain countries? Extra fees? How long, on average, does fulfillment take per unit?

And what's more, know how you will distribute and what your communication to backers will look like in multiple scenarios.

1. Sell just enough to get funded.
2. Sell double the amount you need to reach your goal.
3. You go viral and need to ship 5x – 10x the volume you were expecting.

Make plans and understand what changes in your shipping and distribution strategy when your volume changes.

- Manufacturing time increase/decrease?
- Manufacturing price increase/decrease?

- Cost to ship each unit to the USA, Canada, UK, Australia, and Singapore?
- Time it takes to pack each shipment. Drop shipping vs. shipping orders yourself?
- Do these changes put you into a national or international holiday season?

### **Set-up analytics on your website and crowdfunding page:**

Use Google Analytics to help you understand who your backers are, what ads are working, and what are the trigger points for people to convert and back your project and make a sale. The service is free. While most crowdfunding platforms have a very basic level of analytics built into them, they are not enough. Setup Google Analytics as well, and then watch the free video course from Google and learn just enough to be dangerous.

### **Collecting emails**

Email marketing will be one of your most valuable tools during the campaign. It's free to use, and effective. Aiming for a 30% open rate, and a 5% overall click rate are solid benchmarks.

- If you do not already have a website, set up a quick landing page.
- On your own website or the landing page (you can have both if you want):
  - For the email capture, have a hook that intrigues people to hand over their email address. Quality is more important than quantity. If you are using the email signup to get emails for the kickstarter campaign, have your sign up hook be something that has to do with “Kickstarter launching soon, sign up to be notified when we launch!”
  - Use your email signup hook as a filter to collect the “right” types of emails. The “right” type of email subscribers are the people who sign up because they are interested in what the hook is, thus are more likely to convert when it comes time to sell.
  - Don’t email subscribers for things not related to the sign up hook you used. If the signup hook was generic like “sign up to get fun emails from us” then you can send them

whatever you want. If it was crowdfunding specific, keep the emails you send related to that. It's OK to send them an email confirming their signup and have a link in there related to something else to do with your company - article you wrote or something - but from then on, only send emails that are crowdfunding (or whatever you used) related. You'll be able to segment signup sources and subscribers with email management software.

### **Influencer outreach:**

What you need:

- A compelling story or narrative.
- 2-3 high resolution photos of your product.
- 2-3 high resolution lifestyle photos featuring your product.
- Bullet point description of the product, why you're crowdfunding, product selling points, important story items.
- Your contact info.

- ❑ Product samples. NOT required, but always helpful. However, that does not mean everyone gets a sample. Only the people/bloggers/influencer/media who you think could REALLY move the needle and send a lot of traffic to your campaign.
- ❑ Make sure to keep all the names and contact and information in a spreadsheet for easy access and tracking, and FOLLOWUP!
  
- Local media
  - Local news stations are underrated. Think morning or evening news segments that focus on feel good community stories. They love a great small business, or local entrepreneurial story. With this, you'll also generate evergreen marketing content to be leveraged into bigger stories.
  - Local or small neighborhood publications.
  - Local email lists (Eat. Drink. Lucky. Maine Startups Insider). Ask people in your network what local newsletters they subscribe to. Things that are local specific, or "insider" type lists. Usually these are run by people who are trying to build their following, so they are more open and receptive to helping the little guy, and more

hungry for a good tip and be the first with the cool story.

- Instagram, Twitter:
  - Find the influencers in your project industry. Twitter is fantastic for connecting with bloggers, podcasters, and general movers and shakers. On both platforms, try and find accounts/users that have a couple thousand followers. Low to mid 5 digits is perfect. These people have a following, it's clear they are looked to for their input, but they aren't quite big enough to have hundreds of asks coming their way each week, and are big enough to help drive serious traffic to your campaign.
  
- Bloggers
  - Find as many independent bloggers and writers you can, and one by one, send them a *semi-personalized* email. Find an article or two that they wrote in the past, or better yet, a general theme in their writing PLUS a specific article and mention both in your pitch. The goal is to find commonality between what the blogger writes about, and what your product or service is, and get

them excited about it. Coming up with new content all the time can be a challenge, so if you can provide a blogger with an idea, content or even an ad-libs type pre-written story you're doing most of the work for them, thus an even lower barrier to a YES.

- THIS IS A LOT OF WORK!
- You won't see a lot of responses. And that's OK. The point is to make the connection and develop contacts, and the most valuable part of all of this is the follow up. When the project does launch, send them a reminder email letting them know. Be polite and short winded and treat it like a friendly note that the project launched, and remind them (one sentence) why you think they would like the product. Once the project is funded, or you reach a really exciting point in the campaign (i.e. fully funded in 4 days! Or only \$100 away from funding with 2 days left!) send them another short, casual and polite email with a link to the campaign, and a note about whatever exciting thing is going on, and a

slightly different point about why you think they'd like the project.

- Remember, the general mentality of email is that email forces you to be on someone else's schedule, rather than your own. And busy people generally adhere to the following: If I ignored this email and nothing bad would happen, I can delete this email. So you need to craft an email that makes someone who is busy, want to find time to respond to your email, and write about your project.
- Again, all of this is a lot of work, but it can be batched and plowed through. Set aside three hours one day a week and get it done. All of the second and third emails can basically be copy and paste variations (make sure to change the name!) and blasted out. However, do NOT use mailchimp or a mass email communication for this or just BCC everyone. They have to be individual emails.

## Sending Those Emails:

Your email list is a rolodex of people on the internet who have already expressed an interest in what you do. It will be a great tool in your crowdfunding campaign. If you haven't built an email list, make one from friends and family to start. Use LinkedIn and Facebook. If you have already been purposely building an email list, be very thankful because you're ahead of the game,

## Example Cadence for Sending Emails:

1. Send a teaser email a week before launch.
2. Send a reminder email two days before launch.
3. Send an email the minute your project goes live.
4. Send an email the end of the first day with an update for how day 1 went.
5. Send an email on Day 3. Update of campaign so far, plus external link to blog post, article, etc.
6. Send an email on Day 7. Link to press, blog post, article, news, etc,
7. Send an email on Day 13, 14 or 15. Pick one, so you aren't sending an email on the same day every week. Update on campaign and pick something about your product to focus on.

8. Send an email on Day 20, 21 or 22. Different info, but same as previous one.
9. Send an email 2 days before end. Create sense of urgency and being part of success.
10. Send an email night before the end. Same as above, and a thank you.

Make sure to be A/B testing your emails every time. Send two or three different versions of an email to a defined segment of your email list, and then based on which performs the best (usually click rate or open rate), send the email that performed the best to the rest of your email list that did not receive an email. You can test anything. Examples include; photos used in the email, colors, order of information, product selling points or copy, subject line, and time sent.

***Good email:***

Hi NAME,

Through a series of clicks and bouncing around the internet last night, I came across your article on "[Something that has a connection to the product or service you are launching.]" I really liked [point or tidbit from the article].

I'm working on something related. [Insert no more than two short sentences describing your product/service]. Since you and I seem to both [care about / like] [reference to the previous article], I wanted to connect and see if I could help you with your next [blog post/article].

I'm launching [my project] on [crowdfunding platform] on [date], and have written some articles and blog posts around the project. Since your readers are interested in [referenced topic], I'm happy to send the bullet points or articles your way if you want to use them for your next piece? Alternatively, I could send you a sample for review before the campaign launches.

Check out [website] and see what you think. I'm happy with whatever works best for you.

Best,

*[Your Name]*

**Bad email:**

Hi NAME,

I'm launching a Kickstarter tomorrow and I want you to write about it! You once wrote about something not quite

related, but it was close, so I want you to write about this now. Plus, I saw you tweet about a crowdfunding project once. I have no idea if your readers will be able to relate to the project, but you never know! Anyways, it would help me out and I could use the press. Let me know when the article is done. Also, you should back the project! Thanks!

## **Advertising and Social Media**

### **Advertising:**

It is highly suggested you take some time to read up on the latest methods, and ask your local SCORE chapter office if they have a mentor who specializes in online advertising and social media ads. While online advertising can be very effective, it can be very easy to lose a lot of money if you don't know what you're doing. Everyone is operating on a limited budget with limited resources, so we need to make sure we are taking the time to do things right, and follow the lean methodology in all areas.

**Facebook:** Very effective when done right, but very hard to get right. It is easy to lose a lot of money with Facebook ads, so make sure to try and get mentor advice, and do your homework.

- Choose a goal and ad type that is focused on getting people to click your ad. You want to drive traffic to your campaign page, which means you have to get people off whatever site or app they are currently using. Use the ad to get people intrigued, and then let your crowdfunding page to do the talking.
- When choosing demographics and target interests, do one set of ads that specifically targets people who “like” the crowdfunding platform you are using. Why? Because it means those individuals probably already have accounts on that platform and understand how crowdfunding works. This will lead to a much easier conversion. From there, continue to define your target demographics in areas that are related to your project.
- Get creative and target people who like things such as; the ideal stores your product would be carried in, hobbies related to your project, interests related to your target market, broad terms used to describe your product industry or classification (i.e. jewelry).
- A/B test your ads. Create multiple ad groups, and within those ad groups, create 2 -3 ads that have

something different between them that you want to test. Call to action, photo, pricing, etc. Track performance and from there, narrow down which ads and targeting is performing best and eventually begin to funnel your resources in that direction while shutting the other testing ads off. Don't be afraid to start over if you aren't seeing the results you want, but have some patience.

- Don't go too niche. With Facebook advertising, you can get very narrow and specific. So much so, it might feel like you can target a single person. Don't fall for this. Don't get too niche. Rather, focus on multiple medium to broad subjects, with at least a couple hundred thousand people who match that demographic within each ad group. It's OK to have one or two "interests" with high five-figures, but do not go below that.
- When selecting "placement" in Facebook; ignore the right-hand column, and affiliate networks. Do not select those. Stick to Facebook News Feed and Instagram stream.
- For creating your ad images, here is a list of ideas to try:

- 1 – 4 photos that show your product or service. Try pure product shots and lifestyle images.
- Crowdfunding logo in your photos (small portion, often in the corner).
- Price of one reward level.
- One-line description of product/service.
- One-line description of what your product or service does, is made of, or why it exists.
- Product / Service name.

**Google Ads:** Since you'll be using Google Analytics, you might think of using Google ads as well. Historically for crowdfunding campaigns these have not performed well, and it would be a better use of resources to focus elsewhere. However, Google Keyword Planning Tool and Google Trends can be very useful for helping you discover what is popular and what people type into Google when searching for a product or service similar to yours.

**Instagram Ads:** See Facebook. The same rules apply. In addition, Instagram is purely visual. Focus on advertising images that grab people's attention as they are mindlessly scrolling through. While you can in ads, Instagram does not let you post links in photos, so if you post images on your own, make sure to have the link to your crowdfunding campaign already set in your account bio,

and in each image you post, tell people the link to the campaign can be found in your bio. Users will know what that means.

**Newspaper Ads:** If your crowdfunding campaign is focused on a local initiative or has elements of the story lines that are popular in today's media, advertising in the local paper to gain support and spark interest is a good idea, if it's for the right price. Especially if you can leverage the campaign into a story in the local paper first, and then advertise in the same paper, in a completely different section, and on the newspaper website. Try and get a story for free first, then explore remnant advertising after that.

**Flyers and Poster Ads:** For projects focused on local initiatives that will require large scale community support because people living across the country probably won't care about something you are planning on doing only in your town.

**Magazine Ads:** Skip them. You have no way of determining performance or ROI, and magazine advertising is the most expensive form. Instead, focus on getting a writer from a magazine your target market reads, to do a story or write a blurb about your project.

## **Social Media:**

**Pinterest:** If your product has anything to do with food, fashion, product design, DIY or tech, take the time to get a couple high-res photos and post them in categories all over the site. Direct everything back to your campaign, and then once it's over, change the links to go to your site.

**Reddit:** The front page of the internet. This website uses an upvoting system and reputation system on user accounts to try and prevent people from spamming on the site. If you have an account, then you know the way it works. If you don't have an account, create one, and ask your friends and see if someone would be willing to post about your campaign using their account in various subreddits. There is a "subreddit" for everything under the sun. Regardless, start with the sub-reddit called "shut up and take my money." You'll be surprised how much traffic can come from Reddit if you post your project in the right subreddit.

**ProductHunt:** ProductHunt is a product discovery platform. It's worth checking out and submitting your product if it meets the category requirements.

**Twitter:** Use it for engaging with influencers, writers, bloggers and podcasters.

**Facebook and Instagram:** Use these platforms for advertising and building your fan base. They can also be useful for engaging with media outlets and posting updates about the campaign. A large part of their value also comes from their analytics and helping you find out what messaging works.

## **Crowdfunding Pages**

### **Video:**

Every video is different, and there is no magic recipe. However, there are a couple elements that are consistent in many successful campaigns.

- Video is roughly 2 - 4 minutes in length.
- Video shows a mix of these various elements: origin story, lifestyle, manufacturing, use case, and creates a scene that helps people see themselves using the product, or in a situation where they would need a project.
- Uses upbeat music with no lyrics.
- Voice overs are case by case basis, but the majority of videos have some sort of voice over explaining the project and product.

Each creative is different, but *storyboarding* is a process that many movie makers utilize for building out their video style, script and story arc. Word to the wise; don't wing it. While you don't need to have a video shot in 4K by a world renowned cinematographer with special effects, your video shouldn't look like you just slapped it together at the last second (even if it was). Plan out each shot of your video. Choose a location that makes sense for your story and audience. Write out your script and have people practice it, and stick to it. Understand what the most important elements are to convey, and design your video around this.

### **Page Layout:**

There is a formula/template for how most successful crowdfunding campaigns lay out their page, and what information is contained in that page. In essence, use your page to expand on your video. Use it to explain individual concepts or details from your video, rather than making your video 7 minutes long trying to fit in all the details.

Video

Elevator pitch / Tagline

Photos

Origin story

Photos

## Written details

[repeat photos + written details combo as many times as you want]

Reward level images or infographic

1-2 sentences to inspire

Stretch Goal images (if any)

Final plea / ask

Social share buttons

Backing risk explanation

Video: Two to four minutes is the golden number, but if you're video requires telling a long story, five or six minutes is fine, but make sure you rehash the story details in your page. Don't count on people watching the entire video, so get the compelling parts out early. Assume they won't, and assume they will miss important details because of outside noise, distractions or boredom.

As for what to do for a video, that's totally up to you. Watch campaigns of project similar to yours that succeeded and campaigns that failed, as well as projects in your target category overall (design, publishing, comics, games, etc). Find the themes. It's OK to mimic what works. You'll find some videos that are just someone speaking to the camera in their house for a few minutes, and others will look like the crew at Nat Geo filmed them. You don't have to have the most amazing video quality. People still

love authenticity and storytelling. Focus on those aspects, and work with what you've got. Rather than focusing on what you don't have compared to others, focus on what unique strengths or quirks you and your product and team have, and most importantly, who your target market is. If you're making a piece of high fashion, your video and the people and scenes in the video 100% need to reflect that and speak to high fashion. If you're making something fun like a comic or novel toy and you're a solo maker, assume you are the target market and make the kind of video that would inspire you to support and back the project.

Photos: Make the photos as nice as possible. Crisp and clean. Depending on your product, use a mix of product shots and lifestyle photos. Show people how the product would be used, or when it would be used. Also use images to convey product details. Use the images to show the high quality fabric or stitching, and accentuate the fine details such as measurements or just small cool things.

Adding an element of graphic design to your images is always a plus. It will make the image stand out, and can be used to convey important information in a much more effective way than play text on the page.

Marketing is all about perception. Your video, page layout, copy and images need to convey a perception that will resonate with potential backers.

*\*\*see extras for examples of some great page layouts, videos and overall design.*

### **Reward Levels:**

- You can go as high or low as you want. It depends on your category and type of project. Check what has worked for others. The most frequently backed levels are \$20 and \$99.
- Try not to have too many levels. It's all relative, but if you find yourself getting confused by the options, or losing track....simplify.
- Name your reward levels something creative. For example, if you are selling a two pack, call it a "couples pack" rather than "two pack". Marketing is all about perception. A title like this makes a backer think of the purchase as not only something they are buying for themselves, but now it can also be a gift. One for them, one for their significant other. Use human psychology to your advantage, and have fun with it.

- Reward pricing:
  - If you can, give a little discount, and put whatever the discount amount is in the reward description. Look for examples in other campaigns.
  
- Options for what to put in reward levels:
  - Each level builds upon the previous, where for each step up the reward level, they get everything before it, plus something additional.
  - Each level is something different, or a different combination.
  
- Consumers and retailers
  - Most backers will be consumers, but it is becoming more coming to have cases with a reward level specifically for retailers that have special instructions.
  - There are also cases of reward levels that allow a backer to purchase advertising for a full year with crowdfunding projects that are art, entertainment or event focused.

## During Launch

During your campaign, what will be the highest value activities? Generally, the same as those during your pre-launch:

- Reaching out to media, bloggers and influencers.
- Managing and tweaking advertising.
- Email marketing and email collection.
- Posting on social media about the campaign.
- Responding to comments on crowdfunding campaign page.
- Keep in touch with manufacturers to stay ahead of any changes.

## Post Launch

Success: Now it is time to bring the project to life! The crowdfunding platform will charge backers cards immediately, and you will receive the funds within a few days. As soon as the campaign is over, you need to post a big THANK YOU! update on your page. Thank everyone for believing in the project, and let them know what the next steps are, and when they can expect to hear from you next.

Staying in touch with backers will be vital, and will help keep the trolls at bay. If things are going great and you want to share some pictures of the team packaging product, that's a great idea. If there are going to be delays, be strategic, but let the backers know. Once you're ready, don't forget to send out your surveys (tools like BackerKit can be used for this) to get shipping info, as well as any other information you may need for reward levels, etc. These tools are especially helpful if you let Backers customize items within a reward level, or choose from multiple options. You will have people ask for special treatment! Know how you plan to handle that beforehand. Case by case? A strict "no" to everyone? That's for you to decide.

*Failure:* You attempted something many people only ever talk about. You ran a crowdfunding campaign! There are small victories to be celebrated. The next steps are to decide if you need to revamp your project and try again at a different time, or perhaps the market is signaling that there is not enough demand for your product or project to be of large appeal, and a smaller, more focused niche market is where you need to look. That is the beauty of crowdfunding campaigns. They can be used to test an idea before having to invest too much money without knowing if the product or project will land on its feet or not.

## **Further Reading and Extras:**

### **Articles:**

#### **IndieGoGo vs. Kickstarter**

[https://grow.indiegogo.com/indiegogo-vs-kickstarter/?utm\\_campaign=iggvsk&utm\\_content=footer&utm\\_medium=footer&utm\\_source=igg](https://grow.indiegogo.com/indiegogo-vs-kickstarter/?utm_campaign=iggvsk&utm_content=footer&utm_medium=footer&utm_source=igg)

#### **The Kickstarter Resources Compendium**

<https://medium.com/kickstarter-tips/the-kickstarter-resources-compendium-c66653c8b15d>

#### **Kickstarter Years in Review**

<https://www.kickstarter.com/year/2016#Welcome>

#### **Kickstarter Stats**

<https://www.kickstarter.com/help/stats>

#### **IndieGoGo Crowdfunding Education Resources**

<https://entrepreneur.indiegogo.com/education/>

#### **IndieGoGo Stats**

<https://go.indiegogo.com/blog/2015/12/2015-crowdfunding-infographic-statistics-tech-film-social.html>

**How we turned \$140k on Kickstarter into \$40k in debt.  
And how we broke even.**

<https://medium.com/@JohnTeasdale/how-we-turned-140k-on-kickstarter-into-40k-in-debt-and-how-we-broke-even-1f86d80fe50f>

**These Two Toy Makers Found Innovation (And Success)  
Using LEGOs and Tape**

<https://medium.com/indiegogo/how-nimuno-leveraged-the-classic-lego-brand-to-create-something-innovative-and-stunningly-92622eddb86f>

**Peak Design**

<https://techcrunch.com/2016/09/08/peak-design/>

**1000 True Fans**

<http://kk.org/thetechnium/1000-true-fans/>

**Books:**

The 22 Immutable Laws of Marketing.

Positioning: The Battle for Your Mind.

A Crowdfunder's Strategy Guide: Build a Better Business  
by Building Community

## Search Tactics

Go on your crowdfunding platform of choice and start searching. Look through the best projects, as well as projects that barely got any attention. What are the similarities? What are the differences? What about the projects did you like, or think the creator could've done differently? Take notes, and apply them to your work.

When using Google, type in the question you are trying to answer, and start exploring that way. Eventually you'll learn how to ask the right questions to find the information you need much quicker.

When looking for a freelancer, make sure they have a portfolio. Don't just pick the cheapest option. Additionally, pay attention to their style. If the majority of their portfolio is a certain video shooting style or graphic design style, only choose that freelancer if you want your video and infographics to be that style. Do not expect a designer to be able to change their abilities or preferences to fit your needs. Another trick is to contact a local art or design school. Ask students and professors from the specific departments "who is underrated at X, but shouldn't be?" This will help you find the person who is talented, and looking to prove themselves.

## **Campaigns for Inspiration**

Do not rely on these to give you every answer. Do your own research as well. These links do not cover every product or campaign category. They were selected to give you a starting point.

One of the best campaigns ever:

<https://www.kickstarter.com/projects/peak-design/the-everyday-messenger-a-bag-for-cameras-and-essen?ref=discovery>

Nailed the page layout:

<https://www.kickstarter.com/projects/1185529597/tulry-the-worlds-first-glamour-utility-necklace/description>

Great page layout and used a homemade video:

<https://www.kickstarter.com/projects/597538543/the-worlds-best-travel-jacket-with-15-features-bau/description>

Fantastic story telling (started with the problem) and use of GIF's and images on the page:

<https://www.kickstarter.com/projects/1620645203/gravity-the-weighted-blanket-for-sleep-stress-and/description>

Great video and use of multimedia on page:

[https://www.indiegogo.com/projects/the-everlast-notebook-cloud?utm\\_source=Go&utm\\_medium=socialmediaowned&utm\\_campaign=bck-topperks&utm\\_content=everlast#/](https://www.indiegogo.com/projects/the-everlast-notebook-cloud?utm_source=Go&utm_medium=socialmediaowned&utm_campaign=bck-topperks&utm_content=everlast#/)

Fun, homemade video with some quirkiness:

<https://www.kickstarter.com/projects/478789344/the-warden-and-the-wolf-king/description>

Homemade video focusing on the story:

<https://www.kickstarter.com/projects/bigbangpress/big-bang-press-original-fiction-for-an-original-au/description>

Great homemade video and page information:

<https://www.kickstarter.com/projects/177783243/the-fifty-united-plates/description>

The standard template for most niche board game projects:

<https://www.kickstarter.com/projects/cmon/rising-sun/description>