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Crowdfunding: The Next Big Thing



Synopsis

In *CrowdFunding: The Next Big Thing*, money-raising expert Gary Spierer reveals the secrets of raising capital in the digital age. He outlines the ins and outs of the five major capital-raising strategies, including how the current Kickstarter type crowdfunding differs from crowdfunding equity. The new world of crowdfunding equity can be hard to navigate due to numerous regulations, and the challenge of keeping crowds engaged. Crowdfunding start-ups is a platform made possible thanks to the recent JOBS Act. Now even the small guy can invest in early stage companies and potentially strike it rich with the crowdfunding platform and the investing and business-building tools provided in *CrowdFunding*. Spierer guides readers through the seven steps that any start-up business can employ to ensure success in raising money and building a business. With a great idea and design, a start-up needs to thoroughly and repeatedly research and pretest its product in the marketplace until the ideal niche is narrowed down in order to attract the most customers. Spierer points out that too many entrepreneurs believe that if you build a field of dreams they will come. He shows in detail how to drive traffic, get them to come to your field of dreams, and stay. In *CrowdFunding*, entrepreneurs will learn about successful pitches and how to pitch concepts in person or on crowdfunding websites. They will learn how and when to use one or more of the five money-raising strategies in the digital age. According to Spierer, "The perfect pitch comes from refining and distilling core ideas over and over." They will also learn about the new SEC regulations imposed to protect investors. Spierer lays out all of the exciting new platforms for marketing a product or service start-up interactively via the infinite possibilities and fluctuations of social media, mobile, and the web. He explains how to work with the savvy consumer of today, who expects to be part of the marketing conversation. Spierer's book shares the secrets that venture capitalists have employed to identify potential blockbuster investments and how the same approaches can be deployed in analyzing crowdfunding opportunities.

Book Information

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Customer Reviews

The book is very wordy. The concepts concerning crowdfunding could have been presented in 50 pages or less. I think it would have been better for the author to focus only on crowdfunding instead of jumping into the topic of entrepreneurship. The author does seem to get a lot of research from other popular business books and Wikipedia. It does prescribe some kinds of an entrepreneurial process but it is too generic to be of any use (with most examples coming from other books). One thing that I found unusually is that after finishing reading the kindle version, the last page is a section from to recommend some extended readings (e.g., "Customers who bought this book also bought..."). The list seems atypical to me. Remedies for reluctant romantics by Tio Stib, A Sea of Dead by Robert Fowler, Luck of the Devil: Book 1 by Jack Collins, Finding happy by Bev Taylor, Writing Habit Mastery by S.J. Scott. I wish I could upload the screenshot. None of them is related to crowdfunding nor entrepreneurship. So, people who read this book also like to read novels! I assume that the system is objective (based on actual purchases). The two things just don't add up. One potential explanation is that people who give this book 4-5 stars ratings are people who don't usually read business books and do not know the standard or... You can make your own speculation.

The advice given in this book is aimed at people looking to prepare their business and products for investors and crowd-funders, but it applies to any business and the detailed self-examination that is required to prepare for investment consideration can benefit any business! This book does also have specific advice for those that are looking to launch their own crowdfunding project that will put you ahead of the game. Highly recommended! Thank you for making this book available for the free

giveaway!

This book is a great source of mostly basic information, both for the investor looking to make money through crowdfunding portals and for the entrepreneur attempting to gain seed capital to start or boost his business. I would have given it at least four stars, but the Kindle version (at least, I have not read the hard-copy version) is riddled with typos and graph errors. The book still manages to get its point across fairly succinctly, but the clarity is muddled by the fact that the editing is atrocious. If I had to guess, I would say I found a spelling or grammatical error in the writing every page or two. I can excuse one, or maybe a handful of typos, in a professionally edited book (I mean, everyone makes mistakes), but to be perfectly honest, I am startled by the number of errors I have found within the digital pages of this title. I would be more than willing to recommend this book to prospective investors and entrepreneurs that are new to the game and seek a basic overview of the new rules surrounding investment legalities, but I would also warn them that they will have to trudge through a myriad number of issues that cause the writing to appear choppy and unprofessional. With another go at editing, this book would bump itself up another star.

I have been fortunate to get to know Gary Spirer over the past several years, and considered it an honor that he asked that I provide an open and honest review about his latest book, *Crowdfunding: The Next Big Thing*. While the book provides great content about Crowdfunding, Gary provides what you need to know about raising capital as an Entrepreneur or Investor. He also shows what you need to know about raising capital and investing in small businesses. Gary also provides the basic blueprint that you need to implement to build and grow a successful business, one that you run the business, versus the business running you. Gary is the real deal and shares what he has successfully implemented many times over. If you currently own a business or want to or are looking to invest in small businesses, this book is a **MUST READ!**

An excellent all out business starter's book as it covers everything on convincing the one that wants to start a business, and in having been convinced, put down such an idea convincingly for faceless people on the net/www who must be convinced enough themselves to want to part with their money. Well research and simply written with all technical cocepts defined or good examples provided. A must internet crowdfunding 101 must read/study text... if followed anyone wishing to raise funds via crowdfunding have a more than 50% chance of success. I like it stacks...

This book gives some great insight into the world of crowdfunding. Book takes on the topic from baby steps to becoming a pro. Even those who believe the idea to be simple, book still has much more to offer and leaves you with crystal clear picture of this new funding model. For students who are interested and curious about, its the easiest way to get started. MUST READ.

It was a good book to read. I was very enjoyable to read. It did hold my attention through it.

The author, Gary Spires, is really knowledgeable. The capital-raising strategies outlined in the book are explained in a way that's easy to understand and will obviously be effective.

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