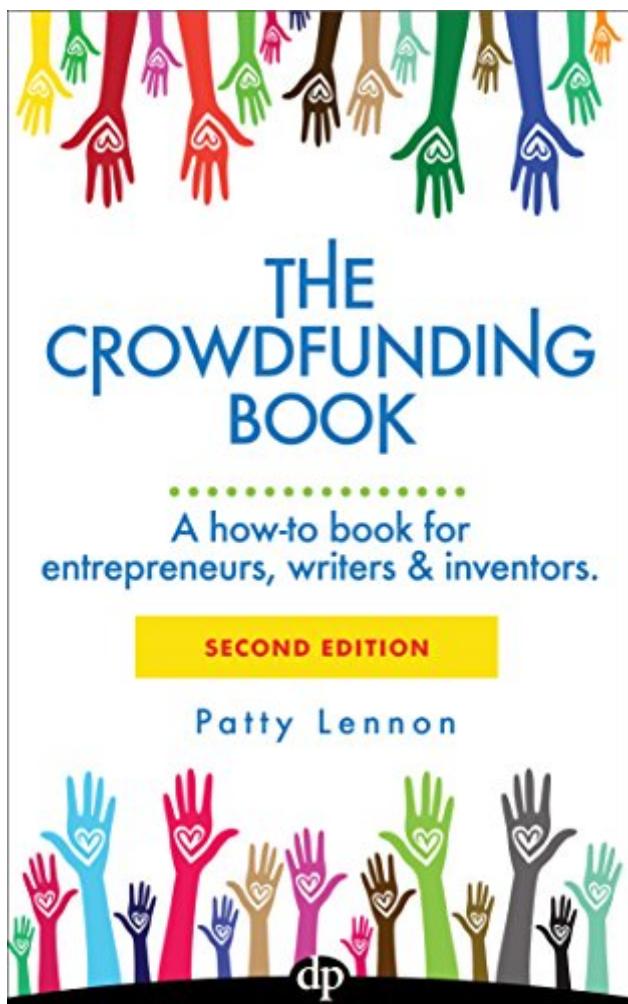


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# The Crowdfunding Book: A How-to Book For Entrepreneurs, Writers & Inventors.



## Synopsis

2nd Edition with NEW bonus material!Crowdfunding allows a large number of people to finance an idea through small individual contributions. By harnessing the power of collective energy, crowdfunding can get a project off the ground and in the public eye with astounding speed and success if it's done the right way. In this easy-to-use guide, you'll learn:Learn how to structure your campaign for maximum funding with the least amount of your time and energyBecome a magnet to potential funders so they are finding you before you have to go out and find themAccess the insiders secrets that helped author, Patty Lennon reach her goal in 14 days and be featured by Indiegogo!Springboard your campaign into social media buzz to create an eager following of campaign evangelistsAvoid the mistakes most crowdfunders make so you are part of the elite group of crowdfunders who fund above their goal amountDrawing from her years of experience in marketing, project planning and communications, as well as, her real-life experience in crowdfunding Patty Lennon provides an easy-to-follow guide to launching a crowdfunding project.

## Book Information

File Size: 1389 KB

Print Length: 217 pages

Page Numbers Source ISBN: 1936984512

Simultaneous Device Usage: Unlimited

Publisher: Difference Press; 2 edition (October 13, 2016)

Publication Date: October 13, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01MDMCOYV

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #780,831 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #111 in Books > Business & Money > Finance > Crowdfunding #209 in Kindle Store > Kindle eBooks > Business & Money > Economics > Commerce #569 in Books > Business & Money > Economics > Commerce

## Customer Reviews

Was excited to receive this book, but all the information is really basic and doesn't help much. You can find better information on the crowdfunding websites themselves (Kickstarter or Indiegogo for example) or via all other myriad of online articles.

#1 Resource for our crowdfunding campaign! Patty's book contains all the tools & tips necessary for successful crowdfunding! Is a "must-read" for anyone considering a crowdfund. Excellent book.

I am happy with my purchase.

Fun, well-written and full of good tips

Too basic

Curious about Crowdfunding but don't know where to start? Buy this book. Familiar with crowdfunding but want to know if it's for you? Buy this book. Ready to begin your campaign but want to know tried and true methods to reaching your goal? Buy this book. Want tips and strategies to not only raise your goal, but surpass it, gain awesome PR and launch your new product, service, business or genius idea to the world with a bang? Buy this book. Patty has done an amazing job consolidating what must have been weeks, months and possibly even years of research into one handy place. It's well organized, easy to read, understand and implement. Not only did she read the research, she implemented the research and tells you what worked well and not so well. There are lots of crowdfunding 101 websites out there, workshops, seminars and even conferences devoted to telling you how to crowdfund. Some of them are even free resources, but save yourself the time of compiling all of that information and do a favor to yourself and your campaign by reading through this book first!

I loved reading Patty's book on crowdfunding. She brings so much clarity to the topic and breaks down creating a crowdfunding campaign in easy to understand and actionable steps. Patty offers great resources for different types of campaigns and the best platforms to run them on. She completely walks you through a crowdfunding campaign from start to finish. I highly recommend this book for anyone considering running a crowdfunding campaign!

A terrific book, and clearly the go-to source for all things crowd-funding. Such an easy read as Patty outlines a process that befuddles most entrepreneurs. Patty's savvy insights and broad experience make this book one that every entrepreneur should have on his/her bookshelf.

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