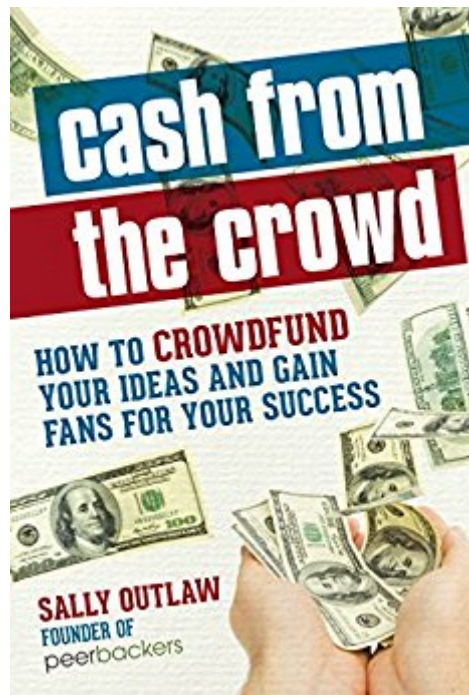


The book was found

# Cash From The Crowd: How To Crowdfund Your Ideas And Gain Fans For Your Success



## Synopsis

CROWDFUNDING&#150;raising capital in small increments from a large number of people&#150; will inject over \$5 billion into the economy this year and is becoming a powerful way to fund new ideas and generate buzz for new products and ventures. Although crowdfunding has the potential to be an amazing boost to entrepreneurs, only 40% of projects succeed in reaching their funding goal. Crowdfunding platform founder Sally Outlaw reveals how entrepreneurs can shift these odds in their favor. Want to know which marketing efforts result in a 35% higher rate of contributions? OR, what is the best time and day to launch or promote a campaign? The answers to these and more are here.

## Book Information

File Size: 2299 KB

Print Length: 145 pages

Publisher: Entrepreneur Press (October 15, 2013)

Publication Date: October 15, 2013

Sold by:Â Digital Services LLC

Language: English

ISBN-10: 1613082606

ISBN-13: 978-1613082607

ASIN: B00ER801FA

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #276,121 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #38

inÂ Books > Business & Money > Finance > Crowdfunding #324 inÂ Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Starting a Business #453 inÂ Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Small Business

## Customer Reviews

I've purchased several books on crowdfunding, and have several that are pretty good with good ideas on them. This one, in full disclosure, I read through NetGalley and it really would have saved buying the other three books on the topic. It's not just ideas, advice and how to follow through a campaign. It's not just actionable things to do but suggestions to get creative on posting so people

don't think "oh she's posting that again..ignore!" This is one I need to get a hard copy of and refer back to time and again! It's open about the possibilities and pitfalls, and well worth the cost of the book to save frustration and mistakes. If you're thinking of crowdsourcing, get this book. Concise, complete, creative. Great information, easy read, many "why didn't I think of that" points.

This is a practical guide for anyone planning to seek crowd funding. Ms. Outlaw has obviously "been there and done that". Her experience with this kind of financing shines through, and her step-by-step guidelines are must reading for those contemplating this route. She speaks to today's young entrepreneurs in their language -- clearly and down to earth. It was refreshing for me as an older business person to learn more about new methods of pursuing one's dream of starting a small business.

Whether you are looking to crowdfund or just looking to learn more about this trend that has create so much buzz, this book is a must read. Containing real world examples and testimonials from crowdfunding veterans, this is a great resource for understanding all of the ins and outs of successfully crowdfunding.

Crowdfunding veteran Sally Outlaw (peerbackers.com and Crowdfunding Academy) wrote *Cash from the Crowd* to help you raise capital for your project or business in small chunks from the crowd, your fans, friends, followers, business contacts. With Kickstarter or Indiegogo campaigns filling your today's inbox, honesty requires to realize that only 40% of the initiated projects succeed in reaching their funding goals. Platforms like Kickstarter demand a lot of preparation and do actively filter applications for admittance. You better use the tips from this book to arrange your pre-campaign, campaign creation and launch until the post-launch activities. From scrutinizing your (online) address books, pitching your product, setting up the reward scheme and financial planning to PR strategies and use of social media. Sally also pays attention to micro lending / peer-to-peer lending and equity sharing which are of course different in engagement with the crowd than pre-sales packed as crowdfunding. Outlaw's story is illustrated with lessons learned from a group of crowdfunded campaigns. Videos of successful campaign videos are linked to. As an addendum: *Crowdfunding Toolkit* – the resources you need during & after your campaign.

I like that this book was written by someone with such deep "hands-on-experience" in the crowdfunding industry. It shows! *CASH FROM THE CROWD* is a must read for anyone launching a

campaign. I found the section on "how to prepare a campaign" to be especially helpful. I also liked seeing the comparison of a failed campaign and then when it was successfully re-launched after improvements were made. If you have a great idea for a new business or creative project but don't have the money to fund it, buy this book and learn how to make it happen....I found it essential reading.

When I did my Kickstarter for the iOgrapher I had to learn as I went. It was an extremely stressful time! There were no all encompassing books at the time about crowd funding. IF I had this book I would have done so many things differently. I implore you read this book before you enter the crowd funding world! You will be happy you did! Great job Sally!

Anyone who is interested in Crowdfunding has to read this book. Whether you have a project or a company to fund, or want to be an investor/funder, Sally Outlaw's books provides you with all of the essentials to understand this dynamic and rapidly growing alternative financing source. The concepts are clearly outlined and presented in a manner that makes the book easy to read and understand, even for those with limited knowledge of the area. There is a compelling mix of basic concepts, theories and practical tips that are invaluable to anyone who is currently, or may in the future, become involved with Crowdfunding.

Great book offering practical steps for success! Many authors only research their topics - this one has lived it! The author has not only run a successful crowdfunding project herself, but brings her experience as someone who has helped manage thousands of campaigns - a true crowdfunding expert. In addition to the campaign strategies, I felt the coverage on the post campaign issues with managing both reward fulfillment and backer expectations were important and eye-opening - as the author says "getting the money is sometimes the easy part". Required reading for anyone considering launching a crowdfunding campaign.

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