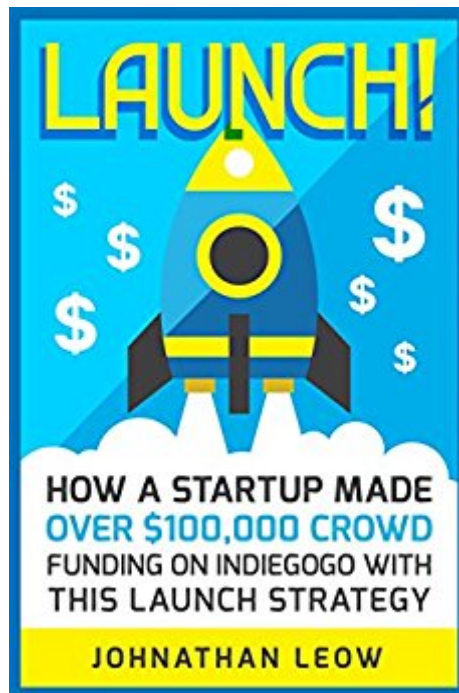


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# Launch!: How A Startup Made Over \$100,000 Crowdfunding On Indiegogo With This Launch Strategy



## Synopsis

Have you ever worried if your Indiegogo campaign could not raise enough money? Take heart, you are not alone. I was once in your shoes. When I pressed the "Launch Campaign" button on April 5 2014, those were the exact thoughts that flashed through my mind. On the inside I was freaking out: "What if we cannot hit our \$5000 funding goal? Wouldn't I look stupid messing this up, big time?" You see, I was fresh out of university and had zero marketing experience; much less crowd funding. Crowdfunding was a very new thing to me. At first, the money rolled in slowly. Then a miracle happened. By Day 2, we had already raised over \$3000, which was more than 50% of our \$5000 goal! And 61 days later, we had \$106,830 sitting in our bank account. Imagine having over 50% of your project already funded by day 2! It is VERY possible to hit 50%, or even more of your funding goal by the first week of your campaign. According to Kickstarter, 79% of all projects that raise 20% of their goal early on, end up being fully funded by the end of the campaign. We managed to do it for the Duet Smart Bluetooth Tag campaign on Indiegogo. And so can you! There really isn't any secret how we achieved this success. All you need is to get initial traction, and that is crucial to get the ball rolling. And a proper launch strategy will get you there. Learn the launch strategy we used to get that initial traction! "Launch!- How A Startup Made Over \$100,000 Crowdfunding On Indiegogo With This Launch Strategy" walks you through the launch strategy we used to kickstart our campaign well. You'll learn how to: Launch to a hungry market, not crickets! (crik crik crik..) Build your audience long before you even press the launch button Tell your product story in a way that your audience will understand Learn 6 different marketing strategies for launch Learn why we used only 4 of those strategies for the Duet campaign Get a groundswell of sales flooding in when you first launch Which activities didn't work out well for us You can do a successful crowdfunding launch! And hopefully the launch experiences and advice we share in this book will you figure yours out along the way. Would You Like To Know More? Download now and start your crowdfunding campaign TODAY! Scroll to the top of the page and select the "Buy" button.

## Book Information

File Size: 525 KB

Print Length: 53 pages

Simultaneous Device Usage: Unlimited

Publication Date: November 6, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00PBWVRQS

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #514,024 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #51

in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business >

Entrepreneurship > Advertising #69 in Kindle Store > Kindle eBooks > Business & Money >

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## Customer Reviews

I just LOVED this one... no bullsh...ting, no blablabla, just actionable good "just do it now" tips...

Thats what a startupper needs before launching crowdfunding campaign ! I reccomend everybody to buy this, worth every dollar, actually, it would worth double price :)

Most books are, quite frankly, so full of it. These books are full of theories and ideas, not practical insights based on experience of one who has actually gone through the whole process. But Launch! ... is the real deal. This is a great resource for any startup that is looking into crowdfunding.

I love the fact that this book pulls from a real world example rather than theory. If you're thinking about crowd funding a project then get this book first!

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