



Kickstarter For Dummies

By Aimee Cebulski

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Learn to use Kickstarter to make your great ideas a reality

As a crowd-funding website for creative projects, Kickstarter has the power to make creative ideas come to life. This helpful guide walks you through the potential of this amazing tool, which has helped project creators successfully launch their projects since 2009. You'll learn how to create a Kickstarter account, set up your first project, and effectively use social media to bring awareness to your project and build up the community around it to hopefully reach the goal of 100 percent funding.

- Explains how to determine if you meet the requirements to create a project
- Gets you started with creating your first project, choosing a great project image, and write a compelling project title and description
- Helps you establish rewards for project backers
- Zeroes in on deciding a funding duration and funding goal

Whether you have an idea for a movie, video game, gadget or anything in between, *Kickstarter For Dummies* is the fun and friendly guide to help you get the funds to make your idea happen!

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Editorial Review

Review

I just wanted to say THANK YOU for being the mastermind behind Kickstarter for Dummies. I just completed a successful Kickstarter campaign of my own, due in large part to the suggestions YOU wrote about in your book. It was a TON of work to complete successfully - but you made it just a bit easier by sharing your wisdom - THANK YOU!

—**Erin Albert**

From the Back Cover

Learn to:

- Develop a campaign page that inspires contributors
- Establish rewards for your backers
- Estimate how much money you need to raise
- Use social media to enhance awareness

Find backers and bring your dream project to life with Kickstarter

Do you have the next blockbuster movie, award-winning game, or bestselling graphic novel in your head? Just need funding to make it happen? Learn how to use Kickstarter with help from this handy little book, and connect with backers who want to fund your project. See how to make your idea irresistible, develop your campaign, and bring your dream to life!

- Join the crowd — learn how crowdfunding works and the advantages Kickstarter offers
- Kickstart your campaign — profile your project and showcase its uniqueness in a compelling video
- Dollars and sense — examine all the cost factors and make a detailed, realistic estimate of your fundraising goal
- Build your base — determine likely backers and grow community support for your project
- Everybody wins — create rewards for your backers at different dollar levels
- Drop the flag — kick off your campaign, track your backers, and monitor expenses
- Spread the word — promote your campaign with press releases, online ads, events, and social media

Open the book and find:

- Case studies of successful campaigns
- Tips for delivering your project on time
- Why your video is so important
- Hints for estimating donations
- What to include in your project description
- Ways to communicate with your backers
- How to use Kickstarter on your iPhone
- Ten creative reward ideas

About the Author

Aimee Cebulski is an accomplished freelance writer, photographer and publicist and used Kickstarter to successfully fund her book, *The Finding 40 Project*. She is passionate about helping others harness the power of crowdfunding.

Users Review

From reader reviews:

Christian Robbins:

Reading a e-book can be one of a lot of pastime that everyone in the world adores. Do you like reading book so. There are a lot of reasons why people love it. First reading a book will give you a lot of new details. When you read a book you will get new information mainly because book is one of various ways to share the information or their idea. Second, reading a book will make an individual more imaginative. When you reading a book especially fictional book the author will bring someone to imagine the story how the character types do it anything. Third, you can share your knowledge to others. When you read this Kickstarter For Dummies, you are able to tells your family, friends in addition to soon about yours book. Your knowledge can inspire average, make them reading a book.

Vivian Obrien:

Reading a guide tends to be new life style on this era globalization. With looking at you can get a lot of information that can give you benefit in your life. Using book everyone in this world may share their idea. Books can also inspire a lot of people. A great deal of author can inspire their particular reader with their story or their experience. Not only the story that share in the publications. But also they write about the data about something that you need illustration. How to get the good score toefl, or how to teach your young ones, there are many kinds of book that exist now. The authors these days always try to improve their proficiency in writing, they also doing some exploration before they write on their book. One of them is this Kickstarter For Dummies.

Bradley Harshbarger:

As a pupil exactly feel bored to help reading. If their teacher asked them to go to the library or to make summary for some guide, they are complained. Just minor students that has reading's internal or real their passion. They just do what the professor want, like asked to the library. They go to generally there but nothing reading really. Any students feel that reading through is not important, boring as well as can't see colorful photographs on there. Yeah, it is for being complicated. Book is very important for yourself. As we know that on this era, many ways to get whatever you want. Likewise word says, many ways to reach Chinese's country. So , this Kickstarter For Dummies can make you truly feel more interested to read.

Elda Ornelas:

What is your hobby? Have you heard that question when you got students? We believe that that problem was given by teacher to the students. Many kinds of hobby, Everybody has different hobby. Therefore you know that little person similar to reading or as examining become their hobby. You need to understand that reading

is very important and book as to be the factor. Book is important thing to incorporate you knowledge, except your teacher or lecturer. You discover good news or update with regards to something by book. Many kinds of books that can you decide to try be your object. One of them is actually Kickstarter For Dummies.

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