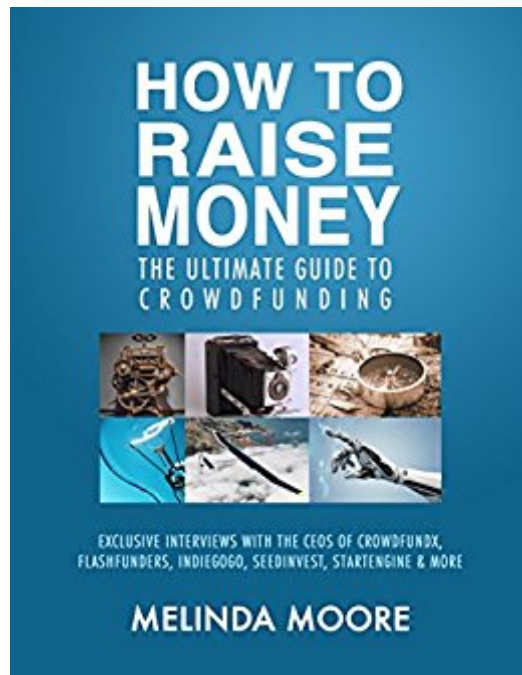


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# How To Raise Money: The Ultimate Guide To Crowdfunding



## Synopsis

*\*How to Raise Money: The Ultimate Guide to Crowdfunding\** (130 Pages) Marketing and crowdfunding expert, Melinda Moore, provides invaluable insights on how best to raise capital. Her work has been widely recognized by Digital LA (Top 50 Digital Women in 2015), the Green Business Bureau and the National Association of Women Business Owners<sup>™</sup> Hall of Fame. She has worked on over 100 crowdfunding campaigns, both as the CEO of Moore Media Ventures, and as Chief Marketing Officer of leading equity crowdfunding platform Crowdfunder. She has also started and sold two startups. In the book, Moore interviews the CEOs of several of the leading equity and rewards crowdfunding platforms including: BANQ, FlashFunders, StartEngine, SeedInvest, and Indiegogo to learn their insights on what startups, projects, and deals perform best, how to run a successful campaign, and what's next for the crowdfunding industry as a whole. Her book provides a comprehensive and practical "how to" guide on how to raise money via rewards and equity-based crowdfunding. This includes history and policy explanation, interviews with industry thought leaders, case studies, tips on how to close investors, the pitfalls, and an extensive Resource Guide to help launch a successful campaign. The Resource Guide provides a valuable list of resources for entrepreneurs, which includes the leading equity and rewards platforms, marketing agencies, lawyers, crowdfunding news sources, and more. The purpose of the book is to enable entrepreneurs to bring their ideas to life via crowdfunding by helping to determine what type of crowdfunding campaign is best for your company, how to select the right platform, and how to run a successful campaign. The easy-to-read guide is meant to allow readers to get their ideas and startups funded immediately.

## Book Information

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## Customer Reviews

Melinda did an excellent job outlining who the various players are in the crowdfunding circle and giving readers a clear explanation of what the options are for a business who is considering raising money through this mechanism. I really enjoyed the one on one interviews with various CEO's which showcases some real world observations on what the process is like and providing examples of successes. The resource guide at the end was great for those who want to expand their research further.

One of the most helpful books I've ever read! Melinda has gone above and beyond in her book to explain the ins and outs of raising money. From in depth interviews to complete breakdowns of the pros and cons of crowdfunding, this book has it all! Melinda has really made a great contribution to the literature available to young business owners. This will quickly become a "must have" for biz. : )

This is a great read for anyone interested in pursuing crowdfunding. Melinda knows her stuff and shares great insights from many of important players in the space. If you believe that crowdfunding is the future like I do then I would highly advise reading this book!

Melinda Moore has compiled the ultimate handbook for anyone contemplating launching an equity crowdfunding campaign. Her experience, merged with that of the industry experts and insiders she interviews, are a valuable resource for all stakeholders in a successful campaign and beyond.

This is a great resource for all things crowdfunding! I truly believe it's the way of the future and those who start understanding the various complexities and nuances now will be ahead of the curve as it becomes more and more predominant.

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The Ultimate Guide to Nonprofit Fundraising with Crowdfunding: A start-to-finish handbook on how

to raise money with crowdfunding (Crowdfunding, Nonprofit ... How to Raise Money, How to Crowdfund) Crowdfunding: How to Raise Money for Your Startup and Other Projects! (Crowdfunding, Funding, Raise, Business, Money, Startup, Guide, Capital) Crowdfunding Success: The New Crowdfunding Revolution: How to raise Venture Capital for a Startup or fund any dream with a successful Crowdfunding Campaign ... Venture Capital, fundraising, , startup) Fundraising: Crash Course! Fundraising Ideas & Strategies To Raise Money For Non-Profits & Businesses (Fundraising For Nonprofits, Fundraising For Business, ... Raise Money, Crowdfunding, Entrepreneur) Money: Saving Money: The Top 100 Best Ways To Make Money & Save Money: 2 books in 1: Making Money & Saving Money (Personal Finance, Making Money, Save Money, Wealth Building, Money) Step by Step Crowdfunding: Everything You Need to Raise Money from the Crowd for Small Business Crowdfunding and Fundraising Crowdfunding: How to create and launch an EPIC campaign How to raise money by running an amazing online campaign Hack your way to crowdfunding success with a top secret Startup 101: How to Build a Successful Business with Crowdfunding. A Guide for Entrepreneurs. (Crowdfunding, Startup, Starting a Business, Entrepreneurship, ... Crowdfunding Real Estate, Investing) How to Raise Money: The Ultimate Guide to Crowdfunding The Crowdfunding Handbook: Raise Money for Your Small Business or Start-Up with Equity Funding Portals Step by Step Crowdfunding: Everything You Need to Raise Money From the Crowd The Crowdfunding Bible: How To Raise Money For Any Startup, Video Game Or Project Crowdfunding Checklist: How To Raise Money for A Best-Selling Kickstarter in 90 Days Crowdfunding Confidential: Raise Money For You and Your Cause Crowdfunding Explosion: How to raise money and beat the system. The Comprehensive Crowdfunding Guide: Donation and Rewards-based Crowdfunding Success Money: Saving Money: Success: Get More Money & Success In Your Life Now!: 3 in 1 Box Set: Money Making Strategies, Saving Money Strategies & World's Best ... Tips for Personal Finance & Life Success) Personal Finance: Budgeting and Saving Money (FREE Bonuses Included) (Finance, Personal Finance, Budget, Budgeting, Budgeting Money, Save Money, Saving Money, Money) Real Estate Crowdfunding Explained: How to get in on the explosive growth of the real estate crowdfunding industry Crowdfunding: How to get crowdfunding fast and easy...: even if you were rejected by the bank!

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