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The Kickstarter Handbook: Real-Life Success Stories Of Artists, Inventors, And Entrepreneurs



Synopsis

So you want to produce a short film. Or design a new line of jewelry. Or manufacture a revolutionary solar-powered garden sprinkler. There's just one catch: You need \$100,000 to bankroll your dream, and your checking account has barely enough to cover the rent. Enter Kickstarter.com—the phenomenal crowdfunding website launched in 2009 that brings venture capital to the masses. At Kickstarter, it's not uncommon for entrepreneurs to raise \$50,000, \$100,000, \$250,000, or more. All you need is a great idea—and The Kickstarter Handbook. Business journalist Don Steinberg has interviewed dozens of artists and inventors who launched their passion projects online. Through their voices, you'll explore all the strategies of a successful Kickstarter campaign. You'll learn the elements of a compelling Kickstarter video, innovative ways to market your projects, tips for getting donors onboard, and the secrets of irresistible Kickstarter rewards. You'll also discover what to do in a best-case scenario when your project goes viral and the cash starts flowing in. On Kickstarter, it happens to a few lucky visionaries every week. Here's how to be one of them.

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Customer Reviews

"The Kickstarter Handbook: Real-Life Success Stories of Artists, Inventors, and Entrepreneurs" by Don Steinberg is a very good book for anyone wanting to know more about raising funds through Kickstarter, the "crowdfunding" site that was launched in 2009 and since then has helped people raise a phenomenal amount of money for a variety of creative projects. If you are thinking about starting a Kickstarter campaign, read this book to improve your chances of success. The book contains an introduction that describes what Kickstarter is and how it got started. Then it provides advice on a variety of elements of your successful Kickstarter campaign. The information is illustrated with real life case studies of people who have used Kickstarter to fund projects. I liked that the author explained that raising money this way is not just a quick easy scam, but takes time, commitment and work. The book provides information on what kinds of fund raising projects are suited for Kickstarter and which are prohibited. The book then provides guidance on choosing how much to attempt to raise, (with Kickstarter if you don't raise the amount you are attempting to raise, you don't get any of it) how to determine rewards for different pledge amounts, how long of a campaign to run, making a Kickstarter promotional video, building and launching your project, creating buzz about it, other important considerations. I liked that the book discusses that you will want to go to friends and family and let them know about your fund raising project and encourage them to help. So, even though strangers do give money to projects, this isn't that different from traditional fund raising throughout the ages when people have asked friends and family to help get projects going.

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