

# HOW TO RAISE \$1,000,000 USING CROWDFUNDING

## LESSON 2: INTRO TO REWARDS-BASED CROWDFUNDING

## LESSON 2: BEFORE YOU START CROWDFUNDING

Lesson 2A: Examine Your Idea

Lesson 2B: Assemble Your Team

Lesson 2 Notes and Checklist

## LESSON 3: PRE-PRE-LAUNCH

Lesson 3A: Choosing a Platform

- Kickstarter
- Indiegogo

Lesson 3B: Getting Your Idea Ready for a Campaign

- Prototyping and design
- Choosing a manufacturing partner
- Shipping dates and costs
- Calculating costs, margins and your funding goal

Lesson 3 Notes and Checklist

## LESSON 4: PRE-LAUNCH

Lesson 4A: Photo Assets You'll Need

Lesson 4B: Video

- Researching good videos
- Choosing a videographer
- Scripting
- Video template (worksheet)

## ■ Lesson 4C: Marketing

- Leverage your friends and existing fans already
- Your website/landing page and email collection
- Email marketing
- Public relations
  - General PR advice
  - Best tools for research
  - Research methods
  - Researching pro tips
  - Media list (worksheet)
- Social media
  - Platforms and benefits
  - Types of content to post
  - Finding Twitter influencers
  - Building an audience
  - Best tools
- Facebook advertising overview
- Facebook advertising setup (screencast)
- Facebook advertising- building ads and targeting audiences (screencast)
- Regular PPC and Google AdWords
- Lesson 4C notes, checklist and timeline

## ■ Lesson 4D: Building the Campaign Page

- Copy
- Placement of photos on your campaign page
- Graphics/design work
- Rewards
- Referral program
- Lesson 4D notes and checklist

## LESSON 5: LAUNCH DAY AND SUSTAINING YOUR CAMPAIGN

### Lesson 5A: On Launch Day

- What should you do on launch day?
- Where should you be after day 1?
- Email blast
- PR activities for Day 1
- Social media
- Launch day Facebook advertising
- Lesson 5A notes and checklist

### Lesson 5B: Sustaining Your Campaign

- Public relations
- Ongoing email marketing
- Social media
- Ongoing Facebook ads
- Using your data
- Begin ecommerce development
- Lesson 5B notes and checklist

## LESSON 6: PLATFORM MARKETING

### Lesson 6A: Campaign Updates

### Lesson 6B: Cross Promotions

### Lesson 6C: Stretch Goals

### Lesson 6D: Upsells

### Lesson 6E: Flash Sales

### Lesson 6F: Secret Rewards/Perks

### Lesson 6G: Adding Banners to Photos

### Lesson 6H: The Final 24 Hours

### Lesson 6 Notes and Checklist

## LESSON 7: AFTER THE CAMPAIGN

### Lesson 7A: After a Failed Campaign

### Lesson 7B: After a Successful Campaign

- Taking your project InDemand on Indiegogo
- Logistics (shipping and manufacturing)
- Ongoing marketing
- Moving to wholesale

### Lesson 7 Notes and Checklist