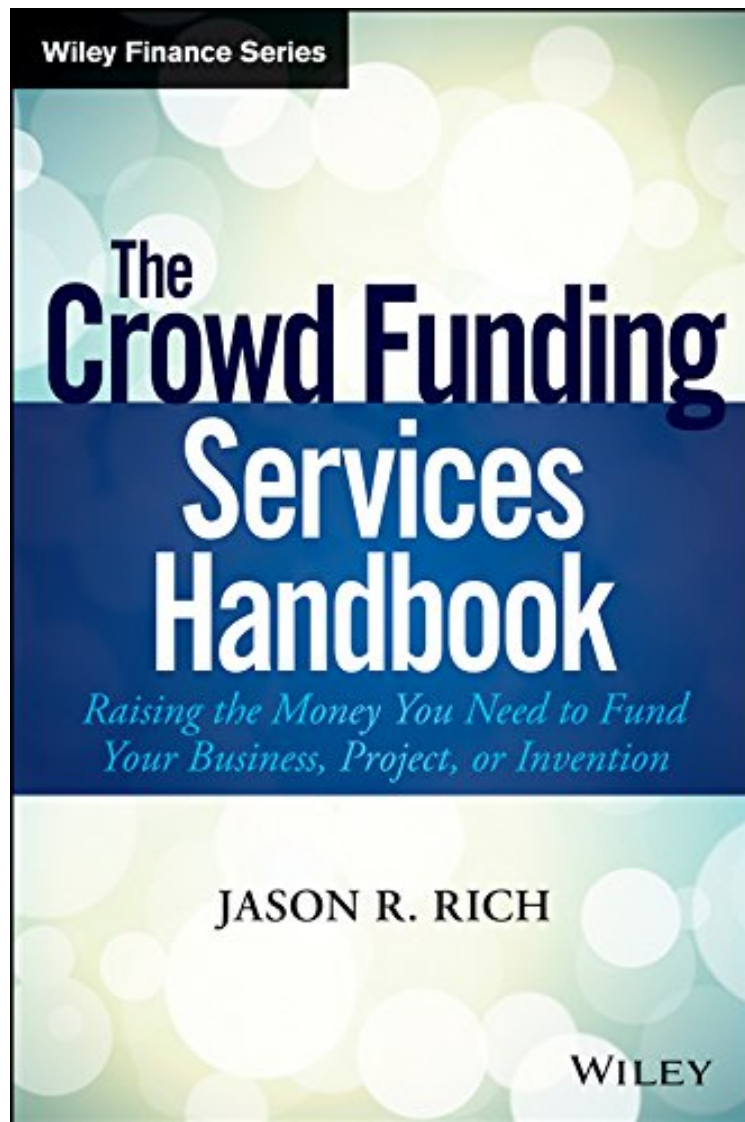


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The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance)

Jason R. Rich

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Jason R. Rich : The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance):

0 of 0 people found the following review helpful. Well researched, must read before you lunch a campaign ...By

Adekunle Ogunbadejo Well researched , must read before you launch a campaign.

Crowdfundering is the new way to finance start-ups in a networked world. Entrepreneurs, small business owners, investors, artisans, or those who merely have a good idea for a business venture have a new and attainable means of securing capital to grow their dreams. Gone are the days when the only options to raise funds for a new business were venture capitalists, angel investors, or Wall Street. Web-based crowdfunding services are now plentiful and offer a variety of options for the aspiring entrepreneur. However, these services are not typically as well-understood as the more traditional means of raising capital. In *The Crowdfundering Services Handbook*, author Jason R. Rich offers a step-by-step overview of the various crowdfunding services available on the Web, as well as the necessary documentation required to launch a successful crowdfunding campaign. Contains details on how to evaluate and select the best online platform for crowdfunding efforts. Provides details on creating a business plan to the specifications required to raise capital via crowdfunding. Provides an overview of the financial projections that will be required for a crowdfunding initiative. Proposes a specific approach to creating a "pitch video" to succeed with a crowdfunding campaign. *The Crowdfundering Services Handbook* is a thorough, well-developed resource for those seeking to raise capital to start a business or fund the development of an innovative idea. Author and crowdfunding expert Jason R. Rich provides this definitive, hands-on guide to raising capital in the new economy.

From the Inside Flap *The Crowdfundering Services Handbook* is written for entrepreneurs, small business owners, investors, artisans, or anyone else who has a good idea for a business venture and wants to tap into the power of an attainable means of securing capital to grow their dreams. This hands-on resource shows how to create and manage a successful crowd funding campaign that ultimately reaches its funding goal. Written as an easy-to-understand and comprehensive guide, the book includes the tools and information needed to establish and maintain a successful reward- or pre-sale-based crowd funding campaign. Step by step, this must-have resource shows what it takes to raise the money to complete a project idea and bring it to fruition. Not only does this book prepare entrepreneurs for the challenges that lie ahead and assist in overcoming the most common pitfalls that cause crowd funding campaigns to fail, it gives suggestions for fully developing a project idea. Following the strategies outlined, aspiring entrepreneurs will learn how to evaluate and select the best online platform for their crowd funding effort and create a solid business plan tailored to the specifications required to raise capital via crowd funding. The author also includes information on the financial projections needed for implementing an effective crowd funding initiative and reveals how to make a winning "pitch video" that will attract investors. In addition to the wealth of practical strategies and tools, the book contains interviews with successful crowd funding experts. These shared experiences will prove to be immensely informative for budding entrepreneurs when it comes to planning, creating, and then managing a reward- or pre-sale-based crowd funding campaign, regardless of which crowd funding platform they select. Whether you want to invent and launch a product or establish a business, *The Crowdfundering Services Handbook* has the information, strategies, and tools needed to secure critical early stage funding. From the Back Cover Get your project funded the Crowdfundering way. Have a great idea that needs financial backing? *The Crowdfundering Services Handbook* offers entrepreneurs in every industry a new means of securing capital that will help make their dream projects a reality. This comprehensive resource offers a step-by-step guide for creating and managing an effective crowd funding effort while at the same time avoiding the common missteps that so often stymie early-stage funding seekers. Jason R. Rich outlines the process of using a service such as Kickstarter or Indiegogo to implement and direct a winning crowd funding campaign. He shows how to attract highly targeted backers and supporters using social media. In addition, Rich reveals how to put in place successful online advertising, public relations, and other efforts that will cater to the wants and needs of the backers who will play a pivotal role in the funding of a project idea. *The Crowdfundering Services Handbook* is an accessible resource for anyone who wants to run a reward- or pre-sale-based crowd funding campaign that will get results. About the Author JASON R. RICH (www.JasonRich.com) is the bestselling author of more than 55 books, as well as a frequent contributor to numerous national magazines, major daily newspapers, and popular websites. He has written extensively about online social networking and is the author of *The Unofficial Guide to Starting a Business Online* from Wiley.