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# Kickstarter Launch Formula: The Crowdfunding Handbook For Startups, Filmmakers, And Independent Creators



## Synopsis

If you're looking for a step-by-step launch framework for your upcoming Kickstarter or Indiegogo campaign, this is the handbook for you! I'll teach you how to use crowdfunding to raise money online and bring your project to life. We're at the beginning of a movement as transformative as the industrial revolution. Never before in history have authors, musicians, artists, and film producers been able to connect with massive online audiences and get funding for their creative work. The outdated media gatekeepers are quickly disappearing. You can now get funding directly from your fans and distribute your content online. If you're a creative type, this is the best time to be alive. But, it doesn't stop there. This major change has also given rise to six and seven-figure online businesses. As a fellow entrepreneur, I know that one of the most common excuses for not quitting your job and launching that startup company is because you don't have the money. Now, in a few short weeks, you can have all of the capital you need to launch and grow a thriving ecommerce business. It's no longer a crazy idea to pursue your passion. In fact, more and more millennials are doing just that. I should know, I'm one of them! When I first started blogging about Kickstarter in 2012, I had no idea that crowdfunding would become a multi-billion-dollar industry. I was just a junior in college, writing a mini-thesis on how different variables affected fundraising success on Kickstarter (for you nerds out there, it was a logistic regression). Flash forward several years, and I'm now one of the top experts in the crowdfunding industry. I started the blog, CrowdCrux, which did over one million views in 2015. I set up a forum called KickstarterForum, which has attracted over 6000 members. I even launched a popular podcast called Crowdfunding Demystified, which has racked up more than 100 positive reviews in iTunes.

## Book Information

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## Customer Reviews

Amazing read and very informational! The book starts off telling us what makes a great Kickstarter project. Sal shows us how to validate a product first so that it has a higher chance of succeeding on Kickstarter. He also placed emphasis on having a good Kickstarter video and he showed us how to make an epic Kickstarter video. He also placed emphasis on social proof which helped boost my funding to over 300%. He also tells us how to handle a Kickstarter project after it finishes which I found helpful. Overall great read and it definitely helped me raise more on my Kickstarter project.

My favorite book on crowdfunding!! I'm just preparing myself for my upcoming launch, and I feel I saved 10.000 USD. (at least) I just made a ton of notes. I have a very small budget as a solopreneur and for me, it was very important to find a cheap way to understand how crowdfunding works and how can I create a successful project. Now it's clear, and I know I have six months to prepare. I have a great action plan. Definitely suggest buying the book and implement the strategies. Thanks Sal

Huge fan of CrowdCrux. This is a must have book if you are going to be launching a kickstarter. Oh and dont go live without an email list prebuilt!!!!!!!

Whether you've run crowdfunding campaigns before or are just getting started Salvador Briggman's "Launch Formula" is a must read! He brings a level of experience and commitment to the material that offers a learning experience for even the most seasoned entrepreneur. I am on my second journey through the book and would recommend it to anyone even just contemplating a crowdfunding campaign for business!

I have been on both entrepreneur and advisory sides, and cannot emphasize enough on engineering critical steps of the process, including budget control. Another best thing you can do to help yourself is to learn from people like Sal who has loads of experiences to share.

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