



The Kickstarter Handbook: Real-life Success Stories of Artists, Inventors, and Entrepreneurs (Hardback)

By Don Steinberg

Quirk Books, United States, 2012. Hardback. Book Condition: New. Original. 202 x 134 mm. Language: English . Brand New Book. 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 finance your dreams, and your checking account has barely enough to cover next month s rent. Enter Kickstarter - a phenomenal crowdfunding website launched in 2009 that brings venture capital to the masses. On Kickstarter, it s not uncommon for folks to raise \$50,000, \$100,000, \$250,000, or even (the all-time record to date) \$942,578! Want a piece of the action? In How to Raise \$100,000 on Kickstarter, business writer Don Steinberg interviews dozens of people who have - no kidding - raised at least \$100,000 on Kickstarter. You ll learn all the strategies of an effective Kickstarter campaign. You ll learn the perils and pitfalls that have dashed many a dream. And you ll learn what to do in the event of a best-case scenario - when your product goes viral and suddenly the cash starts flowing in. On Kickstarter, it happens to a few lucky visionaries every week....



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