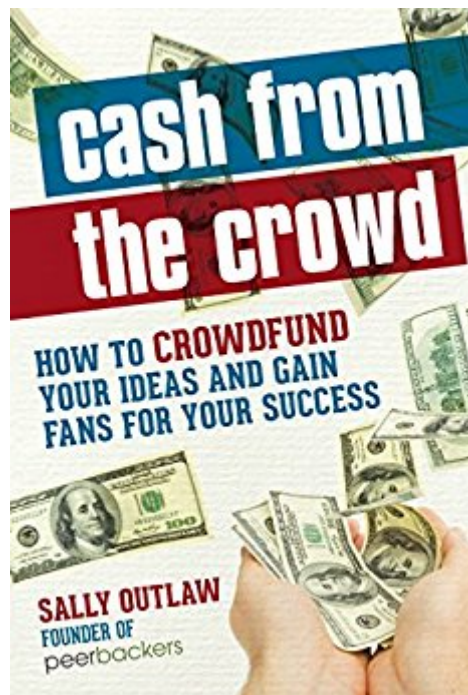




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# Cash From The Crowd: How To Crowdfund Your Ideas And Gain Fans For Your Success



## Synopsis

CROWDFUNDING&#150;raising capital in small increments from a large number of people&#150; will inject over \$5 billion into the economy this year and is becoming a powerful way to fund new ideas and generate buzz for new products and ventures. Although crowdfunding has the potential to be an amazing boost to entrepreneurs, only 40% of projects succeed in reaching their funding goal. Crowdfunding platform founder Sally Outlaw reveals how entrepreneurs can shift these odds in their favor. Want to know which marketing efforts result in a 35% higher rate of contributions? OR, what is the best time and day to launch or promote a campaign? The answers to these and more are here.

## Book Information

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## Customer Reviews

Anyone who is interested in Crowdfunding has to read this book. Whether you have a project or a company to fund, or want to be an investor/funder, Sally Outlaw's books provides you with all of the essentials to understand this dynamic and rapidly growing alternative financing source.

The concepts are clearly outlined and presented in a manner that makes the book easy to read and understand, even for those with limited knowledge of the area. There is a compelling mix of basic concepts, theories and practical tips that are invaluable to anyone who is currently, or may in the future, become involved with Crowdfunding.

I like that this book was written by someone with such deep "hands-on-experience" in the crowdfunding industry. It shows! CASH FROM THE CROWD is a must read for anyone launching a campaign. I found the section on "how to prepare a campaign" to be especially helpful. I also liked seeing the comparison of a failed campaign and then when it was successfully re-launched after improvements were made. If you have a great idea for a new business or creative project but don't have the money to fund it, buy this book and learn how to make it happen....I found it essential reading.

This is a practical guide for anyone planning to seek crowd funding. Ms. Outlaw has obviously "been there and done that". Her experience with this kind of financing shines through, and her step-by-step guidelines are must reading for those contemplating this route. She speaks to today's young entrepreneurs in their language -- clearly and down to earth. It was refreshing for me as an older business person to learn more about new methods of pursuing one's dream of starting a small business.

Whether you are looking to crowdfund or just looking to learn more about this trend that has create so much buzz, this book is a must read. Containing real world examples and testimonials from crowdfunding veterans, this is a great resource for understanding all of the ins and outs of successfully crowdfunding.

When I did my Kickstarter for the iOgrapher I had to learn as I went. It was an extremely stressful time! There were no all encompassing books at the time about crowd funding. IF I had this book I would have done so many things differently. I implore you read this book before you enter the crowd funding world! You will be happy you did! Great job Sally!

This is a wonderful guide that helps shows how to prepare for campaign launch, how to gain awareness for your campaign, get funded, and how to follow up after the campaign.

One of the better pieces of literature on the subject

Very good text and clear reading. Very helpful and interesting. I used the knowldege for some other work that I do and it works. Very good you should be reading this over and over.

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