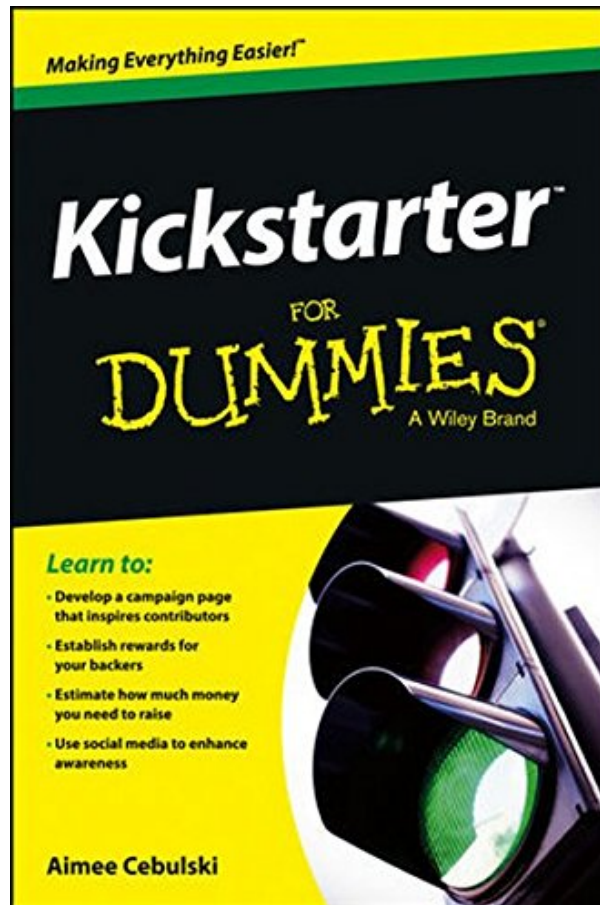


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Learn to:

- Develop a campaign page that inspires contributors
- Establish rewards for your backers
- Estimate how much money you need to raise
- Use social media to enhance awareness

Aimee Cebulski



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Review

I just wanted to say THANK YOU for being the mastermind behind Kickstarter for Dummies. I just completed a successful Kickstarter campaign of my own, due in large part to the suggestions YOU wrote about in your book. It was a TON of work to complete successfully - but you made it just a bit easier by sharing your wisdom - THANK YOU!

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- Join the crowd — learn how crowdfunding works and the advantages Kickstarter offers
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Learn to use Kickstarter to make your great ideas a reality

As a crowd-funding website for creative projects, Kickstarter has the power to make creative ideas come to life. This helpful guide walks you through the potential of this amazing tool, which has helped project creators successfully launch their projects since 2009. You'll learn how to create a Kickstarter account, set up your first project, and effectively use social media to bring awareness to your project and build up the community around it to hopefully reach the goal of 100 percent funding.

- Explains how to determine if you meet the requirements to create a project
- Gets you started with creating your first project, choosing a great project image, and write a compelling project title and description
- Helps you establish rewards for project backers
- Zeroes in on deciding a funding duration and funding goal

Whether you have an idea for a movie, video game, gadget or anything in between, Kickstarter For Dummies is the fun and friendly guide to help you get the funds to make your idea happen!

- Sales Rank: #322345 in Books
- Brand: Brand: For Dummies
- Published on: 2013-06-10
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .40" w x 6.05" l, .54 pounds
- Binding: Paperback
- 208 pages

Features

- Used Book in Good Condition

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Most helpful customer reviews

2 of 2 people found the following review helpful.

A good starting point

By T. Mottl

This was a very good starting point. I have since read some other publications on Kickstarter that were a little more in depth, but as it is one of the "For Dummies" books, it is what I expected.

Definitely helps make the decision early on if Kickstarter is right for you, as it point out all the things that someone starting their first one may tend to forget. I read this while on a train, so I wasn't interacting with Kickstarter at the time, and that may have been the biggest help as I read it all the way through before even

starting, then had it open on my Kindle as I worked on it.

Definitely a worthwhile read if you're thinking about doing your first Kickstarter campaign, or if you've failed at one before.

2 of 2 people found the following review helpful.

Not great, but you can still get some Kickstarter insight from it

By Roberts Grip

Most of this info you can get online and it was more for artists (like entirely) not inventors, however it still was a good quick read of the whole kickstarter process without digging around on the net. It wasn't too expensive, so if you like books to get some of your info from, this isn't a terrible one since you will get at least some good insight into the whole process.

2 of 2 people found the following review helpful.

Leads you through the basics

By anniekay

This basic primer takes you through the steps of setting up, promoting and following through on a Kickstarter campaign. While it covers all the basics, it would benefit from stronger examples, more legible screen shots, and a tighter presentation. Perhaps it is in line with the Dummies format (I am unfamiliar), but I was hoping for more. It will get the job done.

See all 12 customer reviews...

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