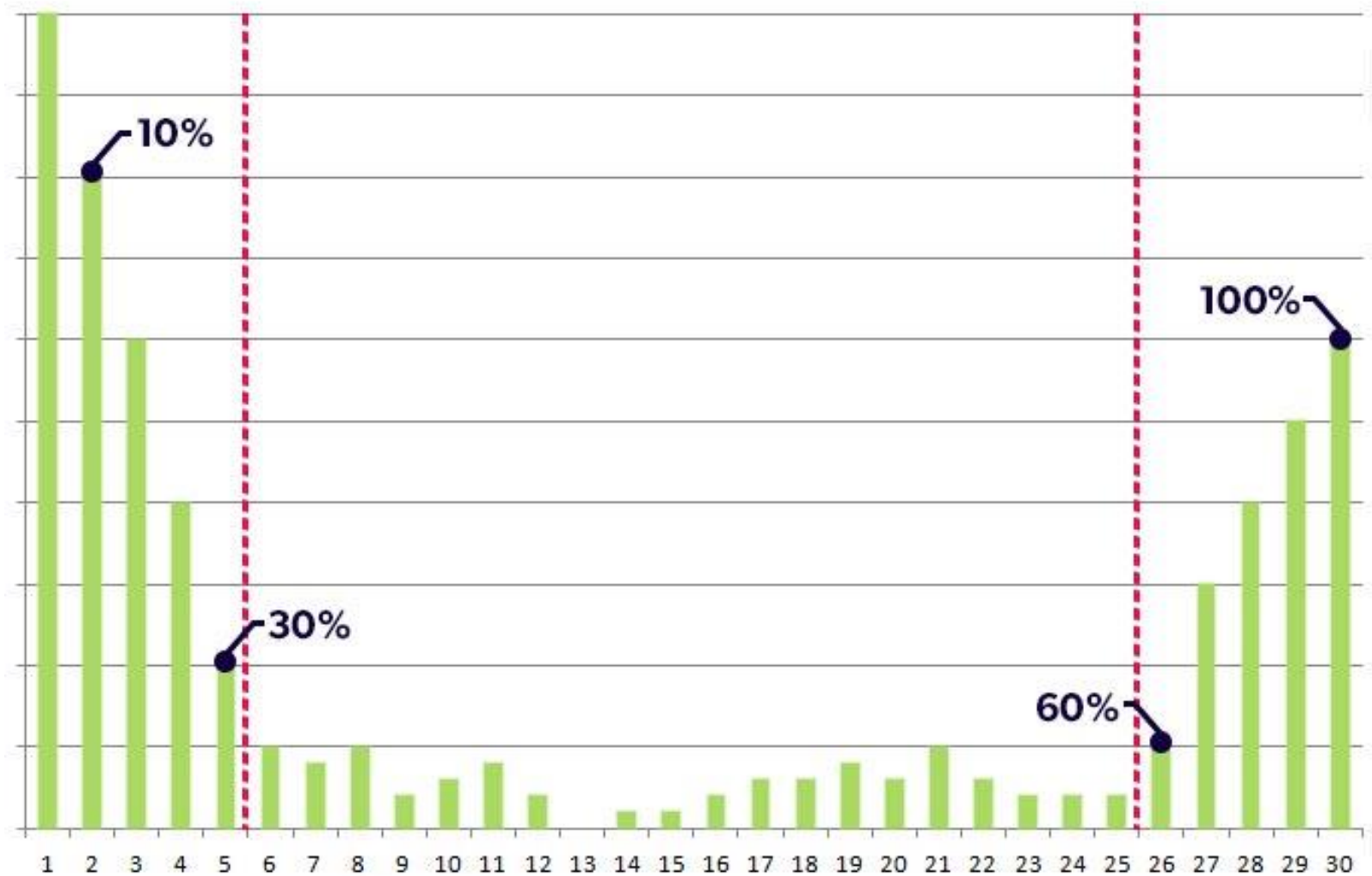


# Welcome To The Crowdfunding Challenge

Session 3:  
Crowdfunding Patterns  
And Your Strategy

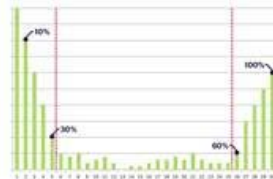


# Everything You Need To Know



# Some Clarification

**Preparation Period  
(Now)**

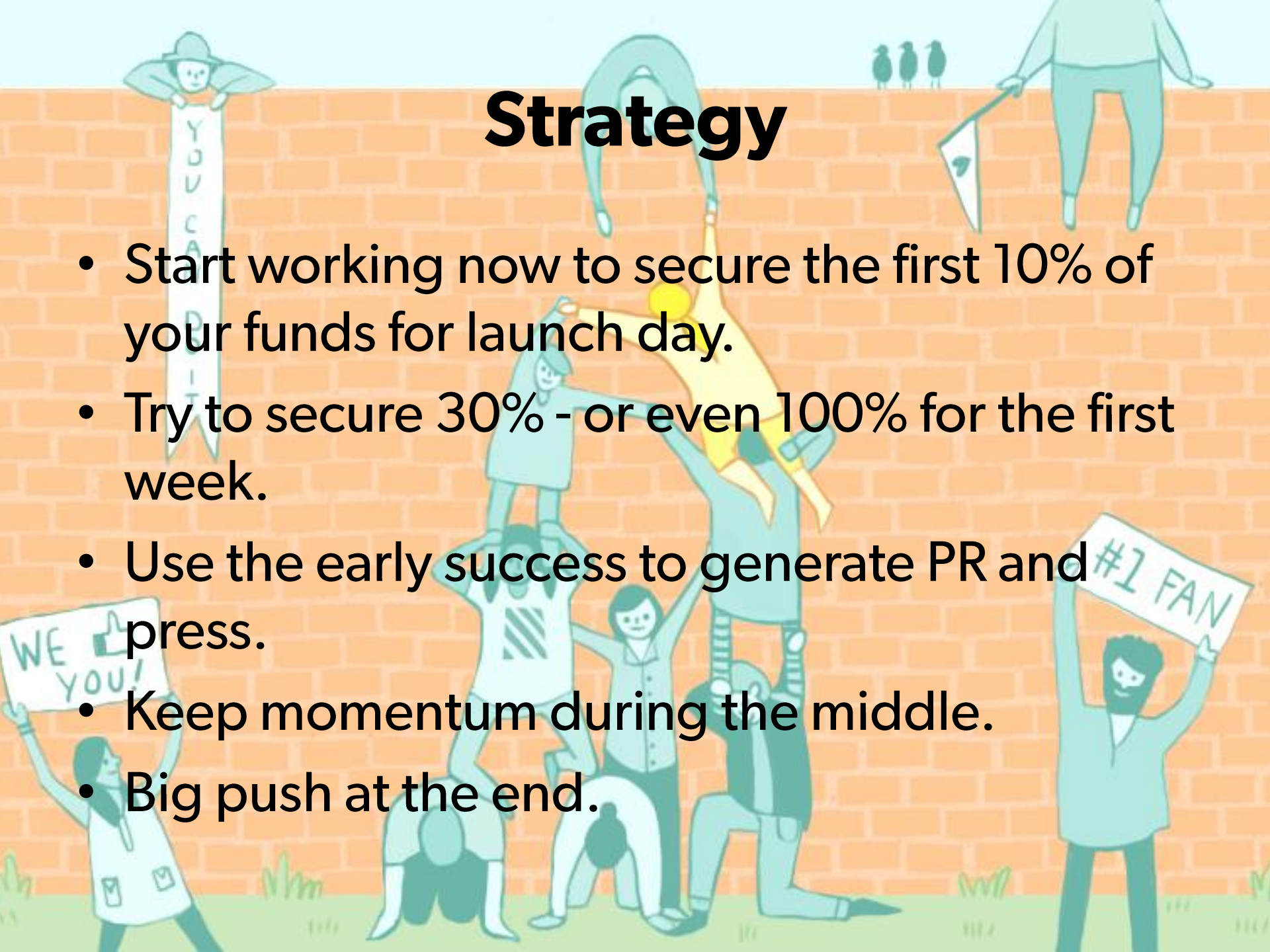


**Fulfillment Period  
(Post-Campaign)**

Project  
Complete

# Strategy

- Start working now to secure the first 10% of your funds for launch day.
- Try to secure 30% - or even 100% for the first week.
- Use the early success to generate PR and press.
- Keep momentum during the middle.
- Big push at the end.





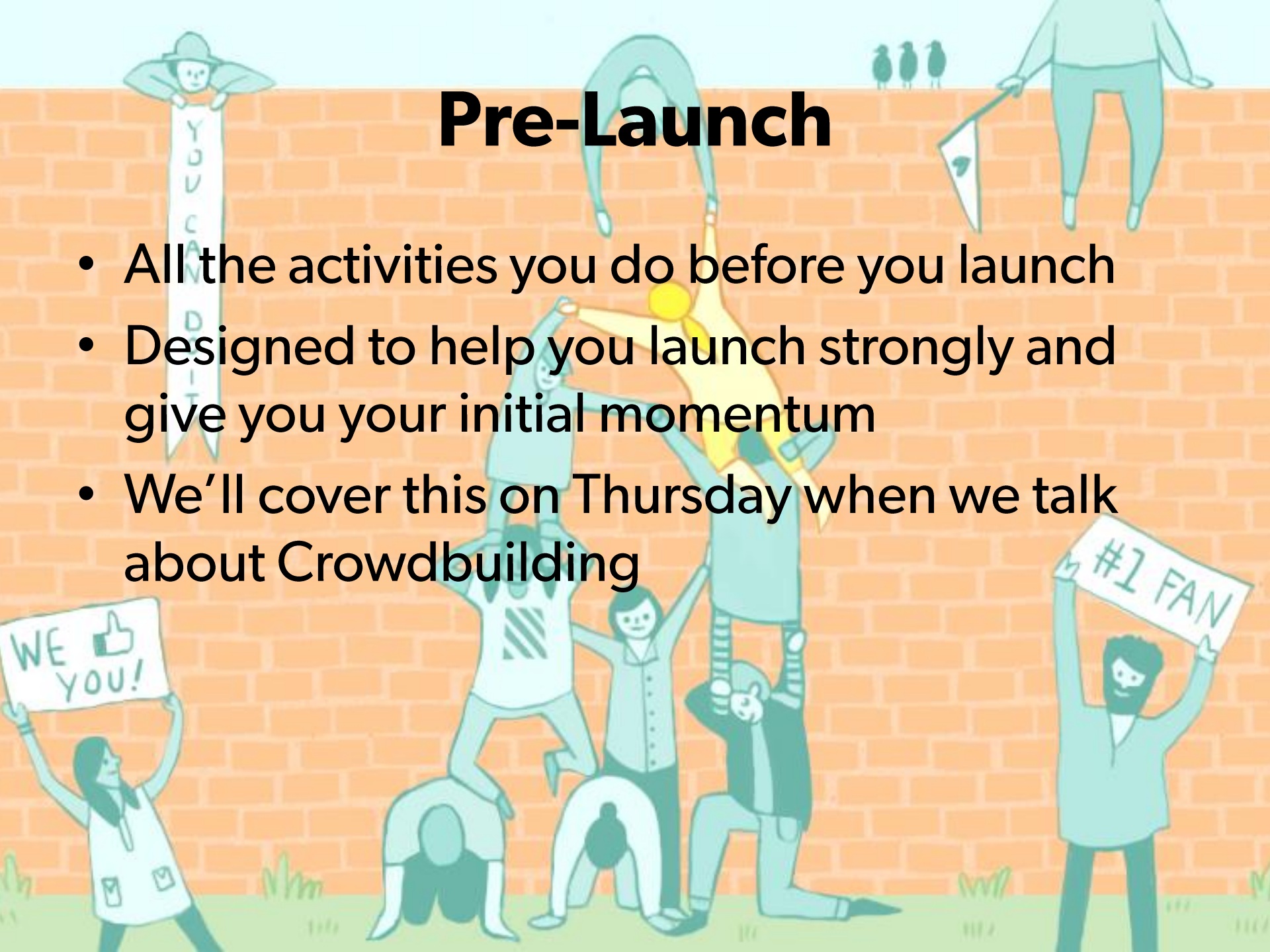
# Basic Strategy

- Pre-launch strategy – hype your crowd
- Launch day – secure 10-30% of your funds
- PR and media – capitalise on early success and pitch your stories
- Mid-campaign “event” – IRL or online
- Final week – push for more media and incentivised sharing
- Funding – celebrate, take a holiday



# Pre-Launch

- All the activities you do before you launch
- Designed to help you launch strongly and give you your initial momentum
- We'll cover this on Thursday when we talk about Crowdbuilding





# Launch Day (and Days 2-3)

- Notify your crowd in waves
- Those most likely to back you should be contacted first
- Followed by those less likely to back you



# PR and Media

- For now, focus on telling your story
- You'll need to approach media and try to get stories in Week 1 of your campaign.
- Additional coverage in Weeks 2 and 3 will help maintain momentum.
- We will get more in-depth on how to do PR and promotion in Week 5.





# Mid-Campaign



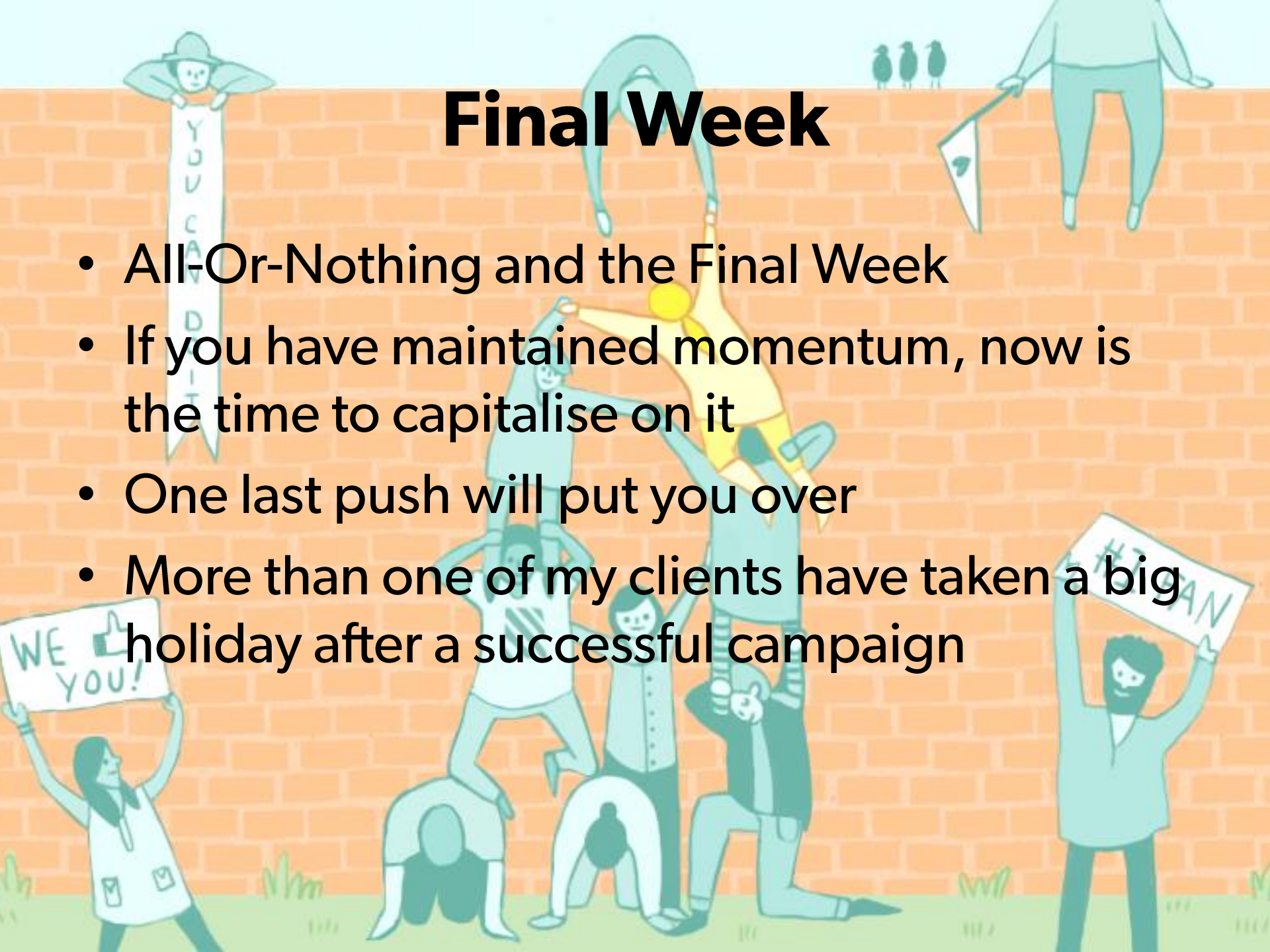
A colorful illustration of a crowd celebrating at a mid-campaign event. In the center, a person in a yellow shirt is being lifted into the air by others. To the left, a person holds a sign that says "WE LOVE YOU!". To the right, a person holds a sign that says "#1 FAN". In the background, a person holds a sign that says "YOU CAN DO IT!". The scene is set against a brick wall with a few birds flying in the sky.

# Mid-Campaign Event

- Can be held either face-to-face or online.
- Parties, Q&A's, competitions, sampling, speaking events...
- Read the Exploding Kittens case study for examples of both
- Mid-campaign is hard. Planning a "tent-pole activity" for this period NOW will help you keep your momentum

# Final Week

- All-Or-Nothing and the Final Week
- If you have maintained momentum, now is the time to capitalise on it
- One last push will put you over
- More than one of my clients have taken a big holiday after a successful campaign





# Things To Do

- How much are you looking for?
- Check the resources and read the 'Exploding Kittens' case study.
- Any questions – put them in the Facebook group!
- Want one-on-one support and feedback on your ideas?



# Feedback and Help

- One-on-Ones can help put the strategies and ideas into context for YOUR project.
- Sessions cover:
  - Crowdfunding
  - Communicating your idea
  - Rewards
  - Your video
  - PR and promotion



# Feedback and Help

- Campaign Review ensures your project follows best-practice and gives it the best chances of success.
- 50+ factors proven to increase conversion and success.





# Get The Package

- 2 x 30 min One-On-One Skype Calls (value \$198)
- PLUS Campaign Review pre-launch and a 30 minute Skype to review findings (value \$149).
- Total value = \$347
- Right now = \$197
- EXTENDED UNTIL WED!

