



Crowdfunding 101

Are You Ready To Crowdfund?



Worksheets are designed to help you think about your project from a different perspective.

They are optional, and will not be marked.

This worksheet will help you understand if crowdfunding will work for you right now.

In two sentences or less, what are you doing?

You need to be succinct. It's important that you can communicate your concept clearly and quickly.

What stage of development are you in?

You need to have some momentum in terms of development. The further along the stages of development you are, the more likely you are to succeed.

- ☐ I have an idea
- ☐ I have done some early research on my idea
- ☐ I have created something - a prototype, script, demo etc
- ☐ I'm ready to launch this baby to the world - I just need a little help

What does the money cover?

Know your costs. Think about what you need to do to complete your project, and how much that costs.

How much money do you need?

Get actual quotes. This is your initial funding goal - you will still need to add rewards costs, tax, and crowdfunding service fees.

I need \$ _____

Why would someone care?

Look at the wider picture and think of reasons people would care about your project. What kind of people are they? Where do they live?

Where are you going to find your backers?

List the places, and numbers you have access to - including mailing lists; Facebook profiles, pages, and groups; Twitter; Instagram; interested media or blogs etc.

Audience	Approx reach (#)
TOTAL	

What is your long-term plan?

Are you only looking for the money, or can you harness the crowd again in the future? Think about the next 12 months and consider how your crowd could be involved in the longer term.






Quick Checklist

If you can answer "yes" to all of these questions, then you are ready to begin planning your crowdfunding campaign.

- ☐ I can explain what I am doing in 2 sentences or less.
- ☐ I have some development momentum - my project is past the "idea" stage.
- ☐ I know how much money I need to complete my project.
- ☐ I have considered the reasons someone might support this project.
- ☐ I have access to a crowd of people who would support this project.
- ☐ I have a long-term plan for my crowd.
- ☐ I am committed to completing my project, and following through with my promises.

Want more information?

These posts and case studies are designed to help you understand the basics of crowdfunding, and the planning stages required before launching.

		
Your Top 10 Questions, Answered	5 Signs You're Not Ready To Crowdfund	What to Expect When You Crowdfund
		
CASE STUDY: What Joe Chang Learned Planning Phantasmal	What You Won't Understand Before Launch	Do You Know Where Your Crowd Is Coming From?

Need more help?

You can get one-on-one help directly from Kat via one-on-one Skype appointments.

She can help you plan and execute your campaign successfully.



Find Out About One-on-One Skype Appointments



Discover More About What A Crowdfunding Coach Does