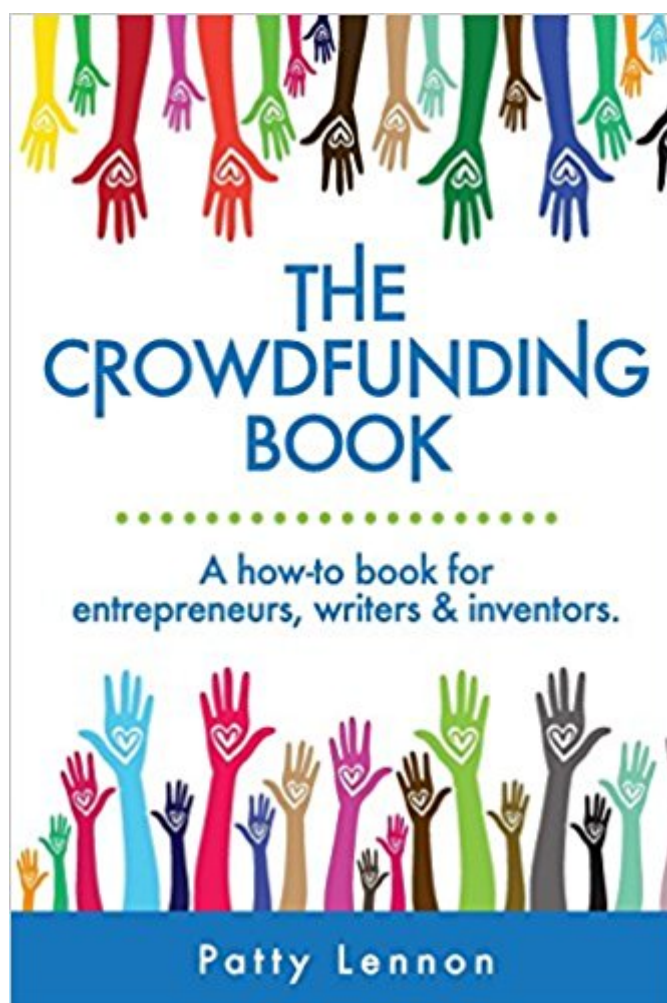


The book was found

The Crowdfunding Book: A How-to Book For Entrepreneurs, Writers, And Inventors



Synopsis

Crowdfunding allows a large number of people to finance an idea through small individual contributions. By harnessing the power of collective energy, crowdfunding can get a project off the ground and in the public eye with astounding speed and success if its done the right way. In this easy-to-use guide, you'll learn:

- Learn how to structure your campaign for maximum funding with the least amount of your time and energy
- Become a magnet to potential funders so they are finding you before you have to go out and find them
- Access the insiders secrets that helped author, Patty Lennon reach her goal in 14 days and be featured by Indiegogo!
- Springboard your campaign into social media buzz to create an eager following of campaign evangelists
- Avoid the mistakes most crowdfunders make so you are part of the elite group of crowdfunders who fund above their goal amount

Drawing from her years of experience in marketing, project planning and communications, as well as, her real-life experience in crowdfunding Patty Lennon provides an easy-to-follow guide to launching a crowdfunding project.

Book Information

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Customer Reviews

Before launching two successful businesses, Patty Lennon, M.S. enjoyed a 15-year career at one of the world's largest banks, Citigroup. Promoted to VP at a young age she learned early on that an entrepreneurial attitude creates success in every environment. During her corporate years she received numerous awards for excellence in sales, training, leadership, operations and product development. She has a breadth of experience including leading operational teams through two mergers, training hundreds of employees in product disciplines, managing multi-million dollar technology projects and creating double and triple digit sales growth in every territory she managed.

And none of this has been as challenging or rewarding as creating two profitable businesses and raising two children. In 2010 Patty founded Mom Gets A Life ã Å® in response to a need she saw in mothers of young children. Her multi-media company hosts sold out events to cheering crowds throughout the year including the Mom Gets a Business ã Å® Conference, which launched in 2012. In 2013 Patty founded Crowdfund with Ease ã Å¢, a training company dedicated to sharing the valuable business growth potential and marketing strategies Patty uncovered while running her own crowdfunding campaign in 2012. Patty is a national speaker and author that inspires audiences to lead and sell with passion and purpose. She is an expert business coach that partners with individuals and groups that want to build a business plan that works, learn how to balance dreaming with action to achieve true success and produce transformational events that create real sales.

Was excited to receive this book, but all the information is really basic and doesn't help much. You can find better information on the crowdfunding websites themselves (Kickstarter or Indiegogo for example) or via all other myriad of online articles.

#1 Resource for our crowdfunding campaign! Patty's book contains all the tools & tips necessary for successful crowdfunding! Is a "must-read" for anyone considering a crowdfund. Excellent book.

I am happy with my purchase.

Fun, well-written and full of good tips

Too basic

Curious about Crowdfunding but don't know where to start? Buy this book. Familiar with crowdfunding but want to know if it's for you? Buy this book. Ready to begin your campaign but want to know tried and true methods to reaching your goal? Buy this book. Want tips and strategies to not only raise your goal, but surpass it, gain awesome PR and launch your new product, service, business or genius idea to the world with a bang? Buy this book. Patty has done an amazing job consolidating what must have been weeks, months and possibly even years of research into one handy place. It's well organized, easy to read, understand and implement. Not only did she read the research, she implemented the research and tells you what worked well and not so well. There are lots of crowdfunding 101 websites out there, workshops, seminars and even conferences devoted to

telling you how to crowdfund. Some of them are even free resources, but save yourself the time of compiling all of that information and do a favor to yourself and your campaign by reading through this book first!

I loved reading Patty's book on crowdfunding. She brings so much clarity to the topic and breaks down creating a crowdfunding campaign in easy to understand and actionable steps. Patty offers great resources for different types of campaigns and the best platforms to run them on. She completely walks you through a crowdfunding campaign from start to finish. I highly recommend this book for anyone considering running a crowdfunding campaign!

A terrific book, and clearly the go-to source for all things crowd-funding. Such an easy read as Patty outlines a process that befuddles most entrepreneurs. Patty's savvy insights and broad experience make this book one that every entrepreneur should have on his/her bookshelf.

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