

The book was found

The Kickstarter Handbook: Real-Life Success Stories Of Artists, Inventors, And Entrepreneurs



Synopsis

So you want to produce a short film. Or design a new line of jewelry. Or manufacture a revolutionary solar-powered garden sprinkler. There's just one catch: You need \$100,000 to bankroll your dream, and your checking account has barely enough to cover the rent. Enter Kickstarter.com—the phenomenal “crowdfunding” website launched in 2009 that brings venture capital to the masses. At Kickstarter, it's not uncommon for entrepreneurs to raise \$50,000, \$100,000, \$250,000, or more. All you need is a great idea and The Kickstarter Handbook. Business journalist Don Steinberg has interviewed dozens of artists and inventors who launched their passion projects online. Through their voices, you'll explore all the strategies of a successful Kickstarter campaign. You'll learn the elements of a compelling Kickstarter video, innovative ways to market your projects, tips for getting donors onboard, and the secrets of irresistible Kickstarter “rewards.” You'll also discover what to do in a best-case scenario when your project goes viral and the cash starts flowing in. On Kickstarter, it happens to a few lucky visionaries every week. Here's how to be one of them.

Book Information

Paperback: 224 pages

Publisher: Quirk Books; Original edition (September 18, 2012)

Language: English

ISBN-10: 9781594746086

ISBN-13: 978-1594746086

ASIN: 1594746087

Product Dimensions: 5.3 x 0.6 x 8 inches

Shipping Weight: 7.8 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 59 customer reviews

Best Sellers Rank: #145,824 in Books (See Top 100 in Books) #16 in Books > Business & Money > Finance > Crowdfunding #24 in Books > Computers & Technology > Web Development & Design > User Generated Content #46 in Books > Business & Money > Finance > Corporate Finance > Venture Capital

Customer Reviews

“...a quick-to-read reference that will help any reader gain a fairly deep understanding of the world of crowdfunding.” —Deseret News

Don Steinberg has written for New Yorker, GQ, HarperCollins, the Wall Street Journal and a host of other national publications. He has also worked as senior editor for Inc. magazine and a staff writer for the business section of the Philadelphia Inquirer. He lives in the Philadelphia area.

I actually found out about Kickstarter before it was widely known--should have been faster to pitch my own product, but..."woulda, coulda, shoulda". Now, it's entered the popular culture in a major way--a great idea but now many projects are competing for donors and even with crowdsourcing, funding is getting less and less available. From the title, I expected an anthology of success stories so actually I was pleasantly surprised to find that, while it has some of those, it is mainly a "how to" that tells how Kickstarter works and how to present and fund a project through it. For that reason, I like it and especially recommend it to anyone who thinks they have a project that might have a wide appeal and wants to know how to pitch it. (And not sure how this review shows up--yes, I got it from Vine but lost it and ordered it so I could do the review. So...a twofer, hopefully, in the listing.)

Brief, to the point, and entertaining with numerous case studies. A good reference. Recommended to anyone considering funding a project.

great product, fantastic price

An excellent round up of useful tips Some old stuff I already knew but some new wrinkles that I hope will help when I finally get started on my own campaign. Recommended!

Lots and lots of examples, tied together well. Got a good amount from it

Good book with solid advice. Book came on time and shined like new. Happy customer here :)

Loved this book! Great ideas from real kick starter campaigns. Cannot wait to launch and exceed my kickstarter campaign for BeautyBit! Keep an eye out for it and please help BeautyBit reach our goal!

This is the most thorough book I've found about the ins and outs of using Kickstarter to fund your project. As the book states, you have to be prepared to treat it as full-time job in order to make it

work -- but the rewards are there. Highly recommended.

[Download to continue reading...](#)

The Kickstarter Handbook: Real-Life Success Stories of Artists, Inventors, and Entrepreneurs 5th Grade Us History: Famous US Inventors: Fifth Grade Books Inventors for Kids (Children's Inventors Books) Make Money With Kickstarter: Discover How To Make Money In 2017 From Kickstarter Crowdfunding The Real Book of Real Estate: Real Experts. Real Stories. Real Life. The Wright Brothers: Inventors Whose Ideas Really Took Flight (Getting to Know the World's Greatest Inventors and Scientists) Ingenious Mechanisms for Designers and Inventors, 1930-67 (Volume 1) (Ingenious Mechanisms for Designers & Inventors) The Crowdfunding Book: A How-to Book for Entrepreneurs, Writers, and Inventors The Crowdfunding Book: A how-to book for entrepreneurs, writers & inventors. New Markets for Artists: How to Sell, Fund Projects, and Exhibit Using Social Media, DIY Pop-Ups, eBay, Kickstarter, and Much More Hawaii Real Estate Wholesaling Residential Real Estate Investor & Commercial Real Estate Investing: Learn to Buy Real Estate Finance Hawaii Homes & Find Wholesale Real Estate Houses in Hawaii Bedtime Stories for Kids: Short Bedtime Stories for Children: (Bedtime Stories for Babies, Bedtime stories for Kids Ages 4-8, Uncle Nick's Bedtime Stories ... (Uncle Nick's Bedtime Stories for Kids) Making Things Move DIY Mechanisms for Inventors, Hobbyists, and Artists (Electronics) Kickstarter Launch Formula: The Crowdfunding Handbook for Startups, Filmmakers, and Independent Creators Real Teens, Real Stories, Real Life A Guide to MAKING IT in Real Estate: A SUCCESS GUIDE for real estate lenders, real estate agents and those who would like to learn about the professions. In the Company of Women: Inspiration and Advice from over 100 Makers, Artists, and Entrepreneurs Text Me! Snap Me! Ask Me Anything!: How Entrepreneurs, Consultants And Artists Can Use The Power Of Intimate Attention To Build Their Brand, Grow Their Business And Change The World Money Music 101: Essential Finance Skills for Musicians, Artists & Creative Entrepreneurs The Smart Real Estate Investor: Real Estate Book Bundle 3 Manuscripts Expert Strategies on Real Estate Investing, Finding and Generating Leads, Funding, Proven Methods for Investing in Real Estate Real Estate: 25 Best Strategies for Real Estate Investing, Home Buying and Flipping Houses (Real Estate, Real Estate Investing, home buying, flipping houses, ... income, investing, entrepreneurship)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

