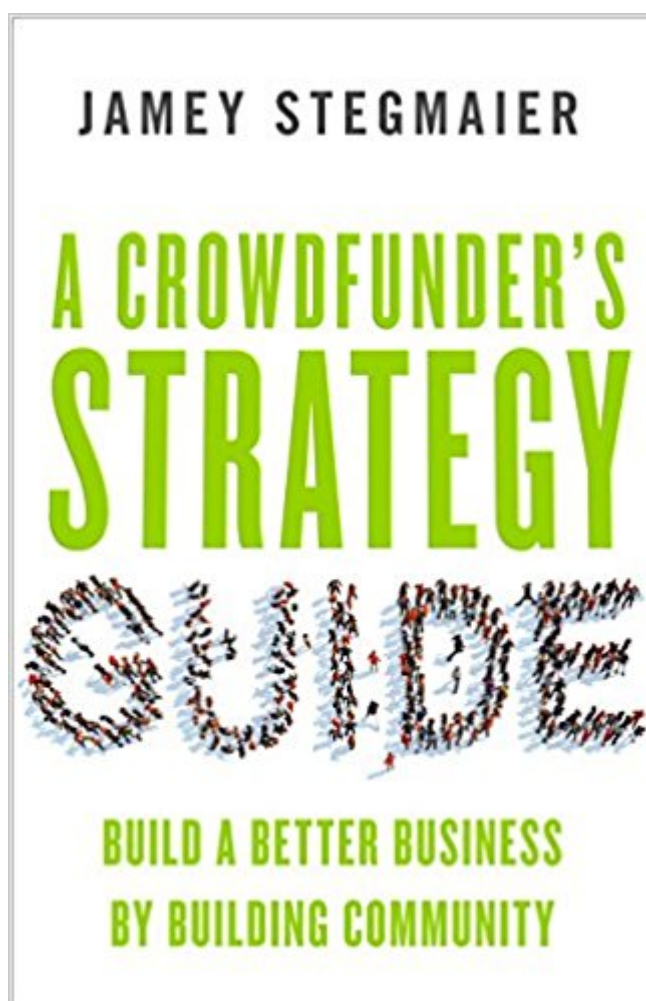


The book was found

# A Crowdfunder's Strategy Guide: Build A Better Business By Building Community



## Synopsis

More Than Money Jamey Stegmaier knows crowdfunding. He's a veteran of seven successful Kickstarter campaigns (and counting) that have raised over \$3.2 million, and he's the proprietor of the widely read Kickstarter Lessons blog. In this book he offers a comprehensive guide to crowdfunding, demonstrating that it can be a powerful way for entrepreneurs to grow their businesses by building community and putting their customers first. This book includes over forty stories of inspiring successes and sobering disasters. Stegmaier uses these examples to demonstrate how to (and how not to) prepare for a campaign, grow a fan base, structure a pitch, find new backers, and execute many other crucially important nuts and bolts elements of a successful crowdfunding project. But Stegmaier emphasizes that the benefits of crowdfunding are much more about the crowd than the funding. He shows that if you treat your backers as people, not pocketbooks, communicate regularly and transparently with them, ask their opinions, attend to their needs, they'll become advocates as well as funders, exponentially increasing your project's chances of succeeding.

## Book Information

Paperback: 216 pages

Publisher: Berrett-Koehler Publishers; 1 edition (September 14, 2015)

Language: English

ISBN-10: 1626564086

ISBN-13: 978-1626564084

Product Dimensions: 5.5 x 0.6 x 8.4 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars See all reviews (27 customer reviews)

Best Sellers Rank: #329,841 in Books (See Top 100 in Books) #36 in Books > Business & Money > Finance > Crowdfunding #256 in Books > Business & Money > Small Business & Entrepreneurship > Marketing #363 in Books > Business & Money > Marketing & Sales > Customer Service

## Customer Reviews

I seldom write book reviews (not for a lack of reading, typically it's a lack of time) but sometimes you read a book and you can't put it down. This is such a book. Those who frequent gaming sites such as board game geek or read Jamey's blogs know that he is committed to quality in every facet of how he runs his business (Stonemaier Games). His unique board games have terrific production

value and have had notable success (his game Viticulture is releasing an essential edition in November and he has another Kickstarter campaign set to begin this October). He's someone who puts the needs of his backers (and even non-backers) above his own. In his book, Jamey stresses that taking the time to build up your community (by being a positive, contributing member) and genuinely connecting with your supporters to establish trust can greatly increase your chances of having a successful crowdfunding campaign. Such venues are remarkable because in many of the campaigns, the backers contribute both financially and creatively. In *A Crowdfunder's Strategy Guide*, Jamey discusses that no matter how great of a product you think you might have, it is the people that support it that make it truly great. By putting every single backer first, you establish trust that can keep those backers interested in your future endeavors. For example, his company has a 30-day return policy on Kickstarter products and not surprisingly, very few have ever acted on it which is a testament to their exceptional quality. Furthermore, the book discusses many of the logistical pitfalls (such as international shipping or manufacturing issues) or scarcity tactics (the dreaded early bird pledges) that can doom (or severely hinder) an otherwise good campaign.

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

*A Crowdfunder's Strategy Guide: Build a Better Business by Building Community*  
*Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money*  
(business tools, business concepts, financial freedom, ... making money, business planning Book 1)  
*How Did They Build That? Dam (Community Connections: How Did They Build That?) Eat Better, Live Better, Feel Better: Alkalize Your Life...One Delicious Recipe at a Time Anatomy of Drumming: Move Better, Feel Better, Play Better Building Better Brands: A Comprehensive Guide to Brand Strategy and Identity Development BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Affiliate Marketing Assignment: Home Based Business: Follow Me And My Strategy For Building A Six Figure Passive Income Business (Passive Income Internet ... For Beginners, Make Money From Home) 26 Instant Marketing Ideas to Build Your Network Marketing Business: Powerful Marketing Tips & Campaigns to Build Your Business F-A-S-T! Community Assessment Reference Guide for Community Health Nursing: Advocacy for Population Health Building Green, New Edition: A Complete How-To Guide to Alternative Building Methods Earth Plaster \* Straw Bale \* Cordwood \* Cob \* Living Roofs (Building Green: A Complete How-To Guide to Alternative) Index Funds: Index Funds Investing Guide To Wealth Building Through Index Funds Investing With Index Funds Investing Strategies For Building Wealth Including ... Guide To Wealth Building With Index Funds) One Hour Trading: Make Money With a Simple Strategy, One*

Hour Daily (Simple Setups Forex Price Action Stock Forex Trading Strategy) (Finance Business & Money Investing Decision Making) eBay: The Ultimate Step-By-Step Beginners Guide to Sell on eBay and Build a Successful Business Empire From Scratch (eBay, eBay Selling, eBay Business, Dropshipping, eBay Buying, Online Business) Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) What Is a Community? (Our Global Community: Acorn Read-Aloud) The Four Seasons of Shaker Life: An Intimate Portrait of the Community at Sabbathday Lake (Last Shaker Community) The Community Table: Recipes & Stories from the Jewish Community Center in Manhattan & Beyond Community/Public Health Nursing Practice: Health for Families and Populations, 5e (Maurer, Community/ Public Health Nursing Practice)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)