

Choosing the Right Platform

"Crowdfunding isn't about collecting money. It's about making something happen with a crowd of people who believe in something. Normal people, not rich people with a lot of power, just people like you and me."

- *Jozeften Daelmans*

In this section, you are going to learn everything you need to know about crowdfunding—what it is, what it isn't, and how to figure out which platform is right for you, your audience, and your book.

Your ability to crowdfund your book will require extensive research, creativity, and clearly identifying and engaging with your target audience *before you launch*.

Whatever you do, don't try to launch your campaign without letting your audience know beforehand!

Lesson 1: Introduction—What is crowdfunding and why does it work?

- Write down 3 things (or more) that scare you about crowdfunding (be honest, nobody will see these):

- Write down what you plan to do to overcome these fears:

Choosing the Right Platform

Lesson 1: Introduction—What is crowdfunding and why does it work?

Brainstorm 5 rewards that complement your book that your readers would enjoy. Be creative and stretch without placing a value on anything. (e.g., An audio reading of your story, an excerpt of another literary work of yours, signature artwork, exclusive access to you or a service you provide, etc.,)

1.

2.

3.

4.

5.

Homework: Head to 3 crowdfunding platforms of your choosing and start browsing around. Check out some campaigns in your book's genre. Fill out the items below for each crowdfunding platform.

Platform 1 Name:

What do you like about the platform?

What don't you like about the platform?

Choosing the Right Platform

Is the platform easy for you to navigate?

Do you think your least tech-savvy reader will find it easy to navigate?

Are there any potential barriers that you notice? Do you need to create an account to view a campaign?

Where would your book appear on that platform? What does that category look like? Competitive?

Any other comments:

Platform 2 Name:

What do you like about the platform?

What don't you like about the platform?

Choosing the Right Platform

Is the platform easy for you to navigate?

Do you think your least tech-savvy reader will find it easy to navigate?

Are there any potential barriers that you notice? Do you need to create an account to view a campaign?

Where would your book appear on that platform? What does that category look like? Competitive?

Any other comments:

Choosing the Right Platform

Platform 3 Name:

What do you like about the platform?

What don't you like about the platform?

Is the platform easy for you to navigate?

Do you think your least tech-savvy reader will find it easy to navigate?

Are there any potential barriers that you notice?

Where would your book appear on that platform? What does that category look like? Competitive?

Any other comments: