



Start your Crowdfunding Campaign with a Bang!

5 TIPS TO MAKE SURE YOUR PROJECT DESTROYS ITS FIRST 48 HOURS

Most Crowdfunding Projects FAIL

People hear crowdfunding successes and think it's easy, but the numbers show a much different story.

90% of Indiegogo fail

63% of Kickstarters fail

Those numbers are humbling. Most projects aren't successful!

Having a successful crowdfunding campaign is an anomaly, not the rule, because most people don't know the secret to success.

The Most Important Predictor of Success

Campaigns succeed or fail in the first 48 hours. If you can reach 33% of your goal in the first 48 hours, you are statistically guaranteed to succeed.

If you can't reach that number...well let's not bring in that kind of negativity.

How do you succeed? Here are five tips to make sure you come out the gate strong.

TIP #1: Make a Killer Video

68% of successful projects have videos. 64% of unsuccessful campaigns do not.

Videos don't need to be long (and shouldn't be), but they need to get your point across...

...and they need to feature YOU.

So bone up on those acting chops.

TIP #2: Get Feedback

You need feedback on your rewards, your message, and whether people will back you BEFORE the campaign launches.

It's hard (see: impossible) to make changes once your campaign is moving.

Don't just ask your friends. They tend not to be so honest with you.

You need feedback from potential BUYERS.

TIP #3: Tell People What you Want

People want to help you...but they need to be given exact and precise steps. **You have to make it easy for them.**

They will only help you if their desire to help is above their inert laziness.

You must constantly tell AND show people exactly what to do and how to do it.

TIP #4: Become Part of the Community

People want to help you, but only if they think you are one of them.

You would easily help your friends, right? But helping a stranger...probably not going to happen.

It's the same with everybody you meet.

You need to find your community and become part of it.

TIP #5: Start FAR in Advance

It takes months of planning and research to properly launch a campaign.

You need a plan. You need a team. You need a goal.

There's a lot to figure out. It's overwhelming and time intensive, especially if you have a full time job or other obligations.

It takes time do it right.

There are Thousands of Campaigns

It's never been harder to launch a campaign. Competition is fierce

In every category across the board there are hundreds of campaigns running all the time. Some have huge PR budgets, others have enormous followings, and still more have loaded friends.

How do you stand out? What's your ace in the hole?

It's us.

Why Us?

Our webinars and classes cut months off your prep time and save you thousands of dollars, all while helping you make more from your campaign!

In our webinars you'll learn:

- ▶ How to make sure your campaign gets off to a great start
- ▶ How to recover a campaign that's not doing well
- ▶ How to use your Kickstarter campaign to build an audience instead of just fund a project, and so much more.

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