

Worksheet #1

How to Build a Tribe:

7 Crowdfunding Steps Authors Should Take Before Launching a Crowdfunding Campaign

**Recommended Books:**

* [Tribes](http://www.amazon.com/Tribes-We-Need-You-Lead/dp/1591842336/ref%3Dtmm_hrd_swatch_0?_encoding=UTF8&sr=&qid=) by Seth Godin
* [Advertising Headlines That Make You Rich](http://www.amazon.com/Advertising-Headlines-That-Make-Rich/dp/1933596252) by David Garfinkle
* [Platform](http://www.amazon.com/gp/product/159555503X/ref%3Das_li_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=159555503X&linkCode=as2&tag=wwwrelevantpr-20&linkId=TX4WX3NZEXGG2RTM) by Michael Hyatt
* [Cashvertising](http://www.amazon.com/CA-HVERTISING-Ad-Agency-Psychology-Anything/dp/1601630328) by Drew Eric Whitman
* [Not Marked: Finding Hope and Healing after Sexual Abuse](http://www.marydemuth.com/not-marked-book/) by Mary DeMuth

## Step 1: Email Newsletter

Checklist:

* Setup [MailChimp](http://www.mailchimp.com) Account
* Add a Subscription form to your blog
* Add a subscription form to your website
* Importing existing subscribers into your MailChimp List
* Create a [MailChimp t](http://www.mailchimp.com)emplate for your email list

Who is your audience? Name three ways you can focus your content to better appeal to this audience.

Name two potential guest bloggers for your site and two blogs you might be able to guest post on.

List three good headings you could use on your blog as post titles.

## Step 2: Blog/Website

Checklist:

* Create Blog on yourowndomain.com using [WordPress.org](http://www.wordpress.org).
* Read through all blogging tips in the companion PDF.
* Guest post on at least 5 popular blogs related to your crowdfunded topic.

List three situations where you personally could collect email addresses for your email newsletter.

1.
2.

Use the following space to write a draft sales copy for your product.

**Resources:**

* [19 Ways to Boost Traffic to Your Blog [Video]](http://www.authormedia.com/12-secrets-of-excellent-blogs-video/)
* [Michael Hyatt’s guide on how to start your own WordPress.org website and blog](http://michaelhyatt.com/ez-wordpress-setup.html)
* [Six Reasons Why Authors Should Avoid GoDaddy](http://www.authormedia.com/6-reasons-authors-should-avoid-godaddy/)
* [Our Viral Blog Post Formula](http://www.authormedia.com/our-secret-blog-post-formula/)
* [How to Do a Reverse Image Search](http://www.authormedia.com/how-to-do-a-reverse-image-search/)
* [How to Add “Click to Tweet” to Your Blog Posts](http://www.authormedia.com/how-to-add-click-to-tweet-to-your-blog-posts/)
* [How We Grew Our Traffic By 323% in 15 Months](http://www.authormedia.com/how-we-grew-our-traffic-by-323-in-15-months/)
* [50+ Things To Blog About When You Have Writer’s Block](http://www.authormedia.com/50-things-to-blog-about-when-you-have-writers-block/)

## Step 3: Start Speaking About Your Topic

* Sign up for [MeetingBurner.com](https://www.meetingburner.com/) and host a webinar related to your topic. Invite all Email, Blog, Twitter, Facebook and Pinterest followers to this webinar. Bring a guest on the webinar for twice the attendance.
* Look up [Meetup.com](http://www.meetup.com/) groups related to your topic and ask them if they are looking for a speaker.
* Sen[d the Rotary clubs](https://www.rotary.org/) in your area a list of talks related to your product and ask them if they are interested in a speaker.

Places to practice speaking:

## [Meetup.com](http://www.meetup.com/)

* [Kiwanis Groups](http://www.kiwanis.org/)
* [Rotary Clubs](https://www.rotary.org/)

Resources:

* [MeetingBurner](https://www.meetingburner.com/)

## Step 4: Facebook

* Start a [Facebook](http://www.facebook.com) Page
* Convert your personal page to a Facebook Page and then combine it with your existing page (optional).
* Schedule relevant posts related to your topic.
* Add links to your Facebook page to your Blog and Email newsletter

List three specific places you could practice speaking. (eg. my church group, Rob’s rotary club) [Meetup.com](http://www.meetup.com/)

Resources:

* [How to convert/combine personal facebook page and business page](http://amylynnandrews.com/how-to-merge-facebook-pages/)

## Step 5: Twitter

* Start a [Twitter](http://www.twitter.com) account
* Add links to your Twitter profile to your Blog and Email newsletter
* Schedule helpful relevant tweets related to your topic using BufferApp.com

Which of your facebook posts engage your crowd the most? What could you do to repeat that success in the future? Use the following space to describe your next facebook post.

List three possible hashtags for your campaign

1. #
2. #
3. #

Resources:

* [Clicktotweet.com](http://clicktotweet.com/)
* [TweetDeck](https://about.twitter.com/products/tweetdeck)
* [Hootsuite](https://hootsuite.com/)
* [Klout.com](http://klout.com/home)

## Step 6: Pinterest:

* Start a [Pinterest](https://www.pinterest.com/) Account
* Connect to your Facebook and Twitter friends on Pinterest.
* Read [Pinterest Savvy](http://www.amazon.com/dp/B00B86DKL6)
* Create eye catching pins using [picmonkey.com](http://www.picmonkey.com/) <http://www.marydemuth.com/10-steps-to-make-a-pin-using-picmonkey-com/>

Is your demographic on [Pinterest](https://www.pinterest.com/)?

* Yes
* No

Resources:

* [PicMonkey](http://www.picmonkey.com/)
* [The Busy Author’s Guide To Popularity And Profit On Pinterest](http://www.authormedia.com/product/the-busy-authors-guide-to-popularity-and-profit-on-pinterest/)
* 20% off Pinterest coupon: “crowdception527”

## Step 7: Google+

Checklist:

* Setup a [Google Plus](https://plus.google.com/) Account
* Setup [Google Plus Authorship](http://www.authormedia.com/how-to-use-google-authorship-to-boost-seo-and-reduce-piracy/) on your blog.

List three ways [Google Plus](https://plus.google.com/) could benefit your campaign.

1.
2.