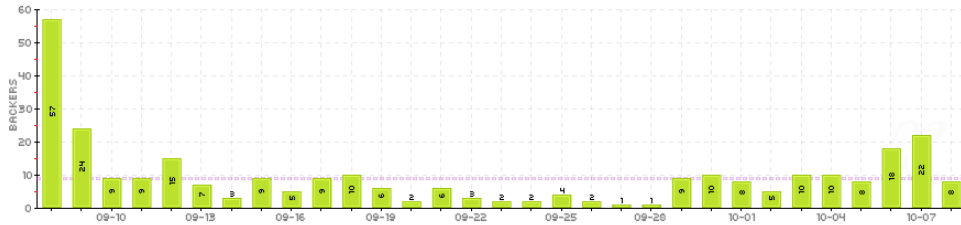




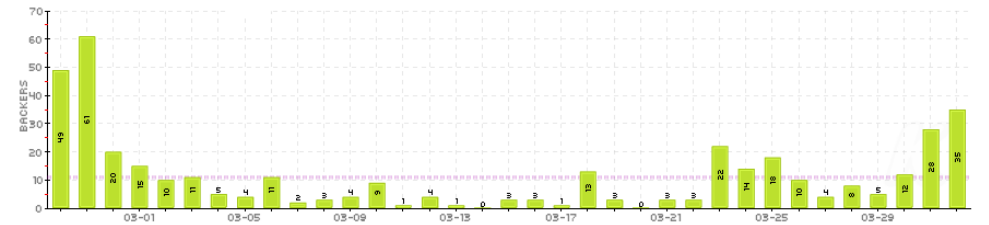
**THE MOST IMPORTANT PART OF ANY
KICKSTARTER**



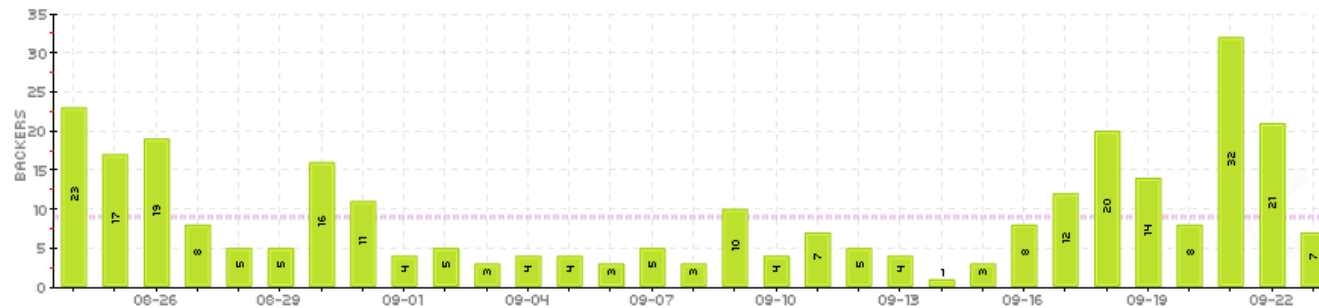
MOST KICKSTARTERS HAVE SIMILAR BACKER GRAPHS



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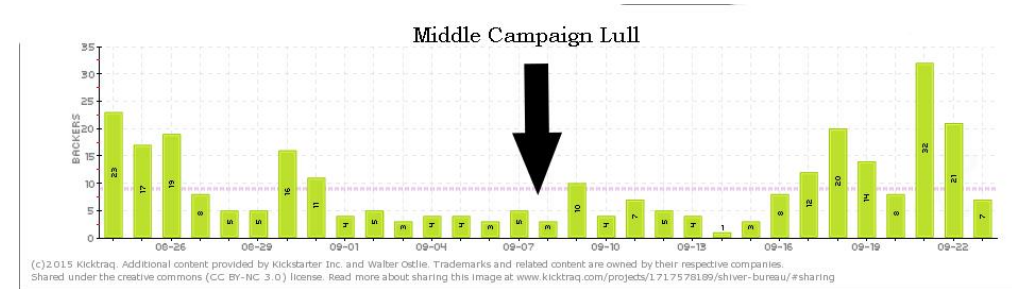
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THE LULL

Every campaign will have a lull in the middle of the campaign.

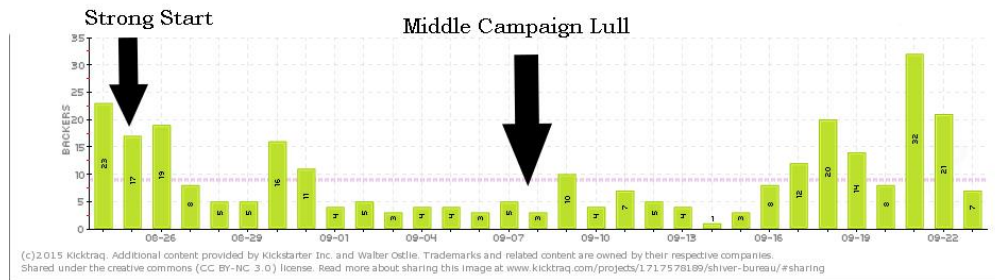
You can mitigate that lull, but almost never stop it completely.

New fans will only back to your campaign if they see you have 30%+ donated to your campaign.



THE MOST IMPORTANT THING...

The most important part of any campaign is getting off to start strong.



Raise 30% of your funds in the first 48 hours, and new people will find you...

...and they will back you.

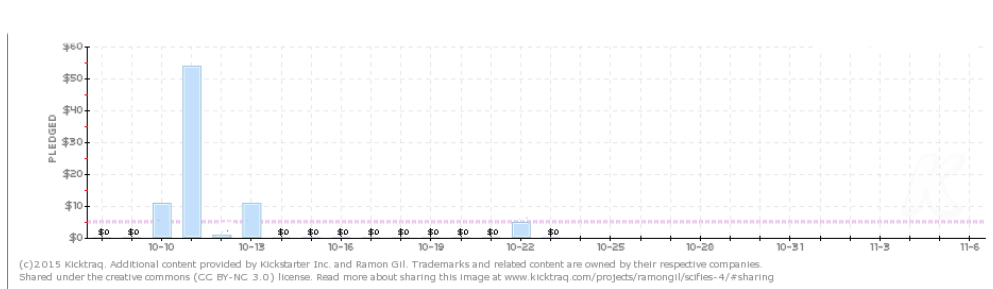
People love to back a winner.

RECOVERING FROM A BAD START.

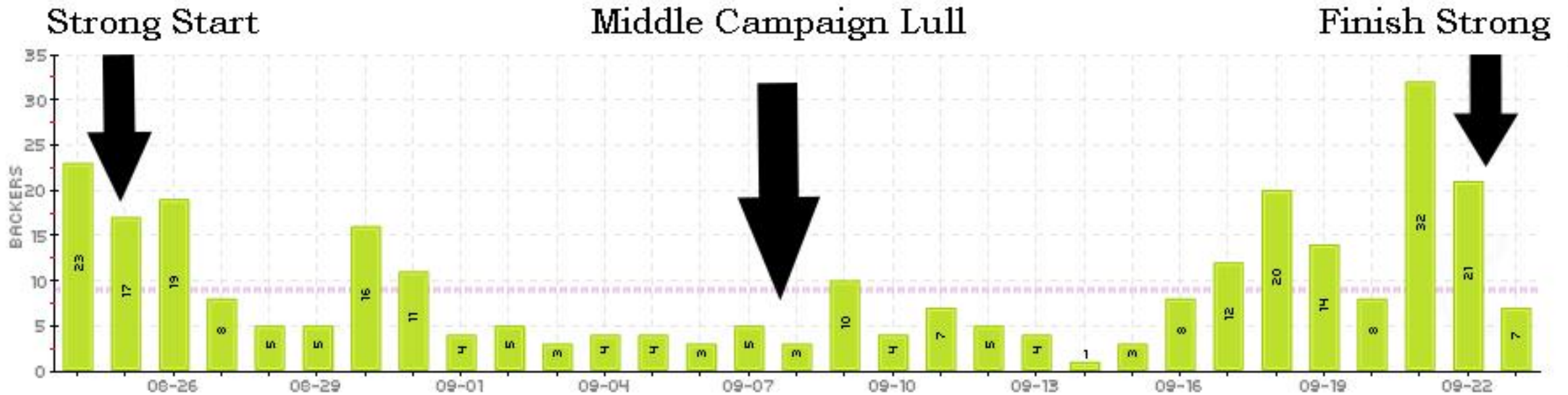
It's nearly impossible to recover if you start marketing inside the lull.

Especially if you're marketing to NEW people, instead of your base.

Nobody wants to back a loser.



IF YOU START STRONG, YOU FINISH STRONG.



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And you survive the mid campaign lull



IF YOU LIKED THIS...

We have mini-webinars across the crowdfunding sphere from inception to marketing, to setting your rewards, and everything in between.

We also run more intensive, live webinars throughout the week where you can engage with us and ask questions.

We offer one on one coaching for people that want a more personalized experience.