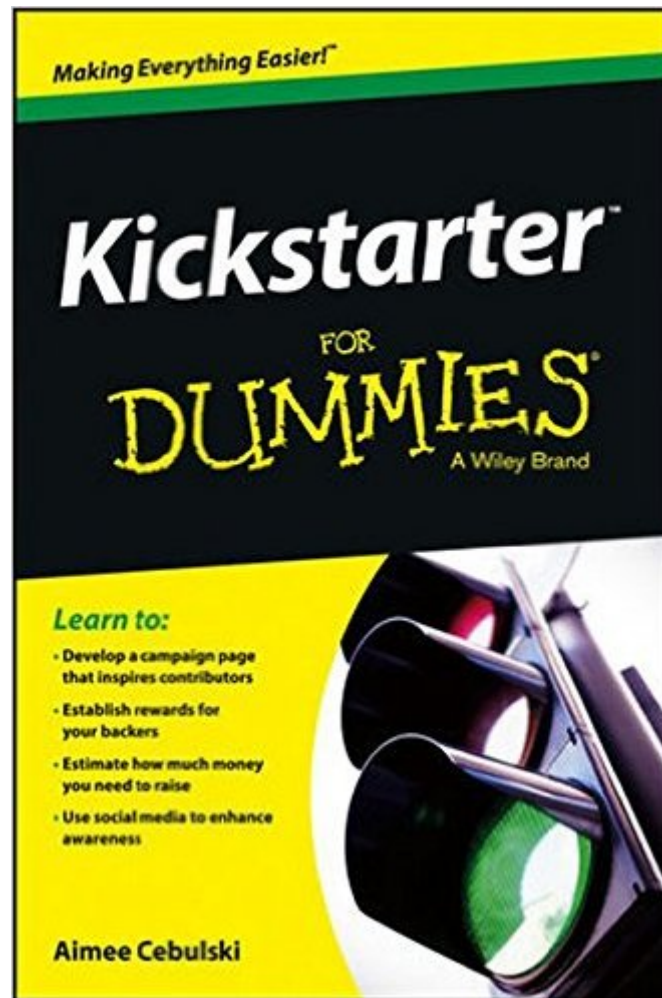


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# Kickstarter For Dummies



## Synopsis

Learn to use Kickstarter to make your great ideas a reality As a crowd-funding website for creative projects, Kickstarter has the power to make creative ideas come to life. This helpful guide walks you through the potential of this amazing tool, which has helped project creators successfully launch their projects since 2009. You'll learn how to create a Kickstarter account, set up your first project, and effectively use social media to bring awareness to your project and build up the community around it to hopefully reach the goal of 100 percent funding. Explains how to determine if you meet the requirements to create a project Gets you started with creating your first project, choosing a great project image, and write a compelling project title and description Helps you establish rewards for project backers Zeroes in on deciding a funding duration and funding goal Whether you have an idea for a movie, video game, gadget or anything in between, Kickstarter For Dummies is the fun and friendly guide to help you get the funds to make your idea happen!

## Book Information

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## Customer Reviews

Most of this info you can get online and it was more for artists (like entirely) not inventors, however it still was a good quick read of the whole kickstarter process without digging around on the net. It wasn't too expensive, so if you like books to get some of your info from, this isn't a terrible one since you will get at least some good insight into the whole process.

This was a very good starting point. I have since read some other publications on Kickstarter that

were a little more in depth, but as it is one of the "For Dummies" books, it is what I expected. Definitely helps make the decision early on if Kickstarter is right for you, as it points out all the things that someone starting their first one may tend to forget. I read this while on a train, so I wasn't interacting with Kickstarter at the time, and that may have been the biggest help as I read it all the way through before even starting, then had it open on my Kindle as I worked on it. Definitely a worthwhile read if you're thinking about doing your first Kickstarter campaign, or if you've failed at one before.

This basic primer takes you through the steps of setting up, promoting and following through on a Kickstarter campaign. While it covers all the basics, it would benefit from stronger examples, more legible screen shots, and a tighter presentation. Perhaps it is in line with the Dummies format (I am unfamiliar), but I was hoping for more. It will get the job done.

Whenever I want to learn a new skill, I've found it is important to learn from people who have detailed experience in this area. Aimee Cebulski is one of these people. She not only writes about Kickstarter but has used it successfully to fund her book, THE FINDING 40 PROJECT. In the introduction for KICKSTARTER FOR DUMMIES, Cebulski writes "Kickstarter has quickly become a mainstream way to get a creative project made." Most people have no idea how to raise funds for their creative project, Kickstarter gives anyone the ability to raise funds--but it does take strategic planning and thinking to pull off successfully. This book will help you understand the details and creative possibilities. The Kickstarter model is working. Page 6 says, "As of March 2013, individuals using Kickstarter have: \* Launched 89,400 projects \* Funded 37,300 projects - a success rate of 43% \* Raised \$434 million" "Kickstarter uses an all-or-nothing approach to fundraising. This means, if you don't hit your fundraising goal within a certain timeframe (about 30 to 60 days), you get nothing. As a result, you need to be very strategic in your planning, your goal-setting, and backer solicitation, all of which I cover in depth in this book." (Page 7) The illustrations, step-by-step instructions and depth of this book make it a "must-have" for anyone who is going to use Kickstarter effectively. I recommend you get this book, study it carefully then launch your own creative endeavor. Aimee Cebulski has shown readers the path for their own success and opportunity with KICKSTARTER FOR DUMMIES.

Very informative and great examples. Thanks from Crowd101.com

Helpful, to a point. Its great if you know absolutely nothing about Kickstarter.

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