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Kickstarter For The Independent Creator: A Practical And Informative Guide To Crowdfunding



Synopsis

Having successfully funded three Kickstarters for her comic Boston Metaphysical Society, writer/creator, Madeleine Holly-Rosing shares her very specific and practical strategies for running a successful crowdfunding campaign with a goal of under 10K. Ms. Holly-Rosing has also taught this as a class at Pulp Fiction Books and Comics in Culver City. The book is designed for individual creators who cannot afford to hire a team or a PR person. The book covers social media, public relations, preparing your email list, interviews/podcasts, reaching out at Comic Cons and other events, crunching those numbers, avoiding postage pitfalls as well as developing your Kickstarter homepage, pre-launch strategy, campaign strategy and fulfillment.

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Customer Reviews

This is a really helpful step-by-step guide to running a Kickstarter project from the basics on up. It's well organized, comprehensive and clearly written. I do feel like I could actually do this now (although I'm a little more daunted than I was before I read it, which I guess is a good thing). It's a good road map for a creative person who wants to know what this is all about and how to do it. Heads up, it is fairly brief for the price.

Chock full of helpful tips on how to launch a successful Kickstarter, this book is a must read and encompasses everything you will need to know before you launch your project. It's words are not only detailed but encouraging as well and takes the fear out of what is a very daunting task. HIGHLY recommend!

An easy to read book of what worked well for the writer as well as direction on what to do to adapt to yours. I just launched my first kickstarter using some of the suggestions from this book and some other kickstarter creators and with 39 days to go i'm already a quarter funded. I definitely recommend checking this out to get an idea of what may work for you. [...]

Crowdfunding is on my mind since a couple of months and this book was exactly what I was looking for as an independent artist. If you happen to be a comic creator - which I am not - then you will derive even more benefit by reading this book where the author talks about what she did right and what she did wrong during her 3 campaigns on Kickstarter. My only peeve - which could turn into a sequel one day - is that I expected to find more information on the taxes because most accountants are clueless about crowdfunding - is that income a type of donation or royalties or anything else?

I got this book as a gift from a friend who had raised over \$1 million on Kickstarter. This book is far better organized than the scores of crowdfunding articles you'll read on the net. I had been agonizing over which platform to use: KS or Indigogo. Ironically, after reading this book I decided to go with Indigogo in order to avoid "funding-trolls." A new word for me. This book made me aware that there is a community of a-holes who enjoy making larg pledges to projects only to withdraw them in the last minute, thus sabotaging the Campiegn. Who knew? Indigogo's formate makes that impossible according to this author. Highly recommended reading.

Two years ago I launched a Kickstarter that failed. If I'd read Madeleine Holly-Rosing's book before I launched the project, I'm sure it would have succeeded. Holly-Rosing delivers a detailed, nuts-and-bolts explanation of the best ways to manage a Kickstarter campaign, digging into all the questions I was wondering about before I launched my campaign -- and many questions that I wish I'd been wondering about. She offers useful insights into determining reward levels, promotion and keeping your sanity during a project -- and also advice on creating a spreadsheet to determine how to break even on a project. Madeleine Holly-Rosing is working from her own knowledge in this book, because she managed a project that failed. It's a shame that her project failed, but sometimes failure is the parent of success. That initial failure led to great insights from Holly-Rosing that can help both her and you. If I ever run another Kickstarter, I'll be sure to use Madeleine Holly-Rosing's guide as my roadmap to success.

I've not only read Madeleine Holly-Rosing's excellent book several times, but I attended her class

where she outlined every step of the successful Kickstarter campaign. Now about to launch my own campaign, I'm so grateful to have her very practical advice and wisdom. Her book really illuminates the concepts, challenges and practicalities of running a Kickstarter campaign, and she's very good at pointing out the details as well as giving the big picture view. Rather than just focusing on my own Kickstarter campaign, I now have a much better understanding of how my project fits in to a greater community. This book is a must-read for anyone considering crowd funding.

I wish I read this book BEFORE I started my current Kickstarter and not DURING. A lot of this info I had not thought of before and can be applied to almost any crowdfund project :) Even though my campaign is successful, I know it would have been even better if I read the book. The best money you'll spend for your small business. Worth every penny.

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