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creators the

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Think through your
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Promotion

Having run a number of successful crowdfunding campaigns for her comic, Boston Metaphysical Society, Madeleine now teaches a crowdfunding class for independent creators at Pulp Fiction Books in

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Culver City as well as guest lecturing at Scriptwriters Network and

Dreamworks. She

has also published the book,

Kickstarter for the Independent Creator.

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Ahead of Christmas
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more.

Practical And Informative

Independent creator
Madeleine Holly-
Rosing walks you
through the steps of
crowdfunding your
independent project

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In this 2nd edition of her popular book *Kickstarter for the Independent Creator, Second Edition*. In this practical and down-to-earth guide, Madeleine shares how she went from failure to successfully funding four campaigns for her comic *Boston*

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you or break yours
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project languishing
due to lack of
funding? Learn tips
in this book that
Madeleine's
students have used
to meet and exceed
their crowdfunding
goals.

Having successfully

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comic Boston
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Madeleine Holly-
Rosing shares her
very specific and
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goal of under 10K. Having 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

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stop there. This major change has also given rise to six and seven-figure online businesses. As a fellow entrepreneur, I know that one of the most common excuses for not quitting your job and launching that startup company is

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Because you don't have the money. Now, in a few short weeks, you can have all of the capital you need to launch and grow a thriving ecommerce business. It's no longer a crazy idea to pursue your passion. In fact, more and more millennials are

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doing just that. I should know, I'm one of them! When I first started blogging about Kickstarter in 2012, I had no idea that crowdfunding would become a multi-billion-dollar industry. I was just a Junior in college, writing a mini-thesis on how

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different variables affected fundraising success on Kickstarter (for you nerds out there, it was a logistic regression). Flash forward several years, and I'm now one of the top experts in the crowdfunding industry. I started the blog,

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The CrowdCrux, which did over one million views in 2015. I set up a forum called KickstarterForum, which has attracted over six thousand members. I even launched a popular podcast called Crowdfunding Demystified, which has racked up more than 100 positive

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reviews in iTunes.

Finally, I also put out training videos on YouTube and I am proud to say that the channel is experiencing rapid growth. That all sounds impressive, but actually, when I first stumbled on the website, Kickstarter, I didn't have a clue how it

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The worked. It seemed super confusing and I had SO MANY questions. Since 2012, I've come to master the platform and discover the ins and outs of how crowdfunding really works. I've published many of my findings online and I've been being linked to by sites

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Like CNN, The New York Times, The Huffington Post, and even The Wall Street Journal. In this guide, I'm going to share with you the step-by-step launch strategy for absolutely crushing it on Kickstarter. In no time at all, you'll be raising money for your startup or

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"boy this all sounds
like a lot of work.

Do I really have to
learn all of this? I

just want to get
funding for my
project." Truth be

told, it is A LOT to

master, which is
why having the

right teacher can

make all of the

difference. I'll make

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will give you
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success." --Phil
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Daly's 'special
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fingertips." --Jesse

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Reed, cofounder,
Standards Manual
In recent years, the
crowdfunding
industry has
generated several
billions in funding.
But the harsh
reality is that
around 60 percent
of Kickstarter
campaigns fail.
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creators. It will teach and show you how to collect potential backers early, in advance, and how to plan a Kickstarter campaign from start to finish with the aim of ensuring that you get fully funded.

More Than Money

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Jamey Stegmaier knows crowdfunding. He's a veteran of seven successful Kickstarter campaigns (and counting) that have raised over \$1.4 million, and he's the proprietor of the widely read Kickstarter Lessons blog. In this book he

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“nuts and bolts”
elements of a
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emphasizes that the
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much more about

the “crowd” than
the “funding.” He

shows that if you

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