

FROM DREAMERS TO DOERS

with Beth

10 POINTS TO REMEMBER WHEN CROWDFUNDING

- Treat a campaign with as much respect as you would any other area of the business – research, learn and be patient.
- Don't fear sharing and asking for help - injections of support will come when you ask.
- Consider the best thing to ask - would money be most useful thing right now or a skill someone could share?
- Be targeted and specific when asking anything.
- Consider what your audience wants.
- Do you have a crowd already or do you need to gather one?
- Remember, everyone wants to feel like they are an individual.
- Have an 8 week preparing period to build a trusted audience.
- The money raising part of the campaign should be 35 days.
- Launch campaigns on a Tuesday or Wednesday afternoon.

If you're excited about a Crowdfunding campaign to build your audience, spread your message, build your profile, create excitement and raise the money, great!

If it's all about the money - there are easier ways!

 **PODCAST EPISODE** > **9 - What You Need to Know about Crowdfunding with Jes Bailey**