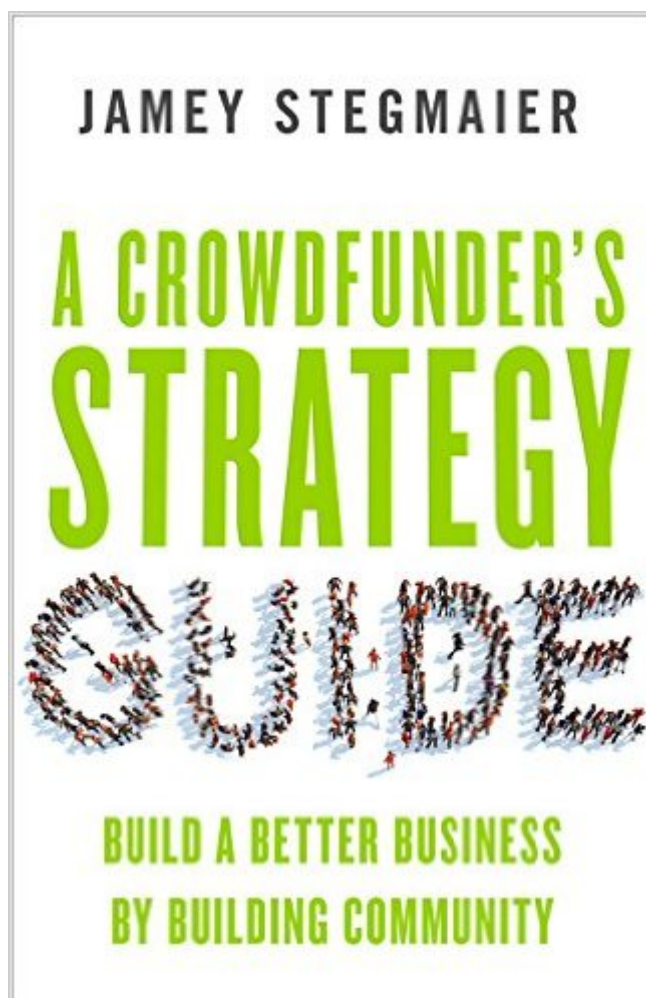


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A Crowdfunder's Strategy Guide: Build A Better Business By Building Community



Synopsis

More Than Money Jamey Stegmaier knows crowdfunding. He's a veteran of seven successful Kickstarter campaigns (and counting) that have raised over \$3.2 million, and he's the proprietor of the widely read Kickstarter Lessons blog. In this book he offers a comprehensive guide to crowdfunding, demonstrating that it can be a powerful way for entrepreneurs to grow their businesses by building community and putting their customers first. This book includes over forty stories of inspiring successes and sobering disasters. Stegmaier uses these examples to demonstrate how to (and how not to) prepare for a campaign, grow a fan base, structure a pitch, find new backers, and execute many other crucially important elements of a successful crowdfunding project. But Stegmaier emphasizes that the benefits of crowdfunding are much more about the crowd than the funding. He shows that if you treat your backers as people, not pocketbooks "communicate regularly and transparently with them, ask their opinions, attend to their needs" they'll become advocates as well as funders, exponentially increasing your project's chances of succeeding.

Book Information

Paperback: 216 pages

Publisher: Berrett-Koehler Publishers; 1 edition (September 14, 2015)

Language: English

ISBN-10: 1626564086

ISBN-13: 978-1626564084

Product Dimensions: 5.5 x 0.6 x 8.4 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (27 customer reviews)

Best Sellers Rank: #329,841 in Books (See Top 100 in Books) #36 in [Books > Business & Money > Finance > Crowdfunding](#) #256 in [Books > Business & Money > Small Business & Entrepreneurship > Marketing](#) #363 in [Books > Business & Money > Marketing & Sales > Customer Service](#)

Customer Reviews

I seldom write book reviews (not for a lack of reading, typically it's a lack of time) but sometimes you read a book and you can't put it down. This is such a book. Those who frequent gaming sites such as board game geek or read Jamey's blogs know that he is committed to quality in every facet of how he runs his business (Stonemaier Games). His unique board games have terrific production

value and have had notable success (his game Viticulture is releasing an essential edition in November and he has another Kickstarter campaign set to begin this October). He's someone who puts the needs of his backers (and even non-backers) above his own. In his book, Jamey stresses that taking the time to build up your community (by being a positive, contributing member) and genuinely connecting with your supporters to establish trust can greatly increase your chances of having a successful crowdfunding campaign. Such venues are remarkable because in many of the campaigns, the backers contribute both financially and creatively. In *A Crowdfunder's Strategy Guide*, Jamey discusses that no matter how great of a product you think you might have, it is the people that support it that make it truly great. By putting every single backer first, you establish trust that can keep those backers interested in your future endeavors. For example, his company has a 30-day return policy on Kickstarter products and not surprisingly, very few have ever acted on it which is a testament to their exceptional quality. Furthermore, the book discusses many of the logistical pitfalls (such as international shipping or manufacturing issues) or scarcity tactics (the dreaded early bird pledges) that can doom (or severely hinder) an otherwise good campaign.

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