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TOP 10 KICKING CROWDFUNDING STRATEGIES

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Are you starting a new crowdfunding (CF) campaign on [Kickstarter](#), [Indiegogo](#), [Fundable](#) or other online platform?

If so, here are some proven strategies for a goal-kicking campaigns to exceed your funding expectations... by raising even more money for your project or cause!

BEST OF LUCK AND WE ARE HERE TO HELP YOU!

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MUST READ REFERENCE MATERIALS:

[Hacking Kickstarter \\$100k in 10 days - by Tim Ferriss](#)

[A Guide to Crowdfunding Success](#)

[Hacking IndieGogo](#)

[8 Indiegogo Campaign Tips for Beginners](#)

[9 Lessons Learned from Successful Kickstarters](#)

[How to Become a Kickstarter Staff Pick](#)

Consider this STRATEGIC process throughout your online campaign!

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PHASE 1: PRE-LAUNCH BEFORE STARTING A NEW CAMPAIGN

1. Pick a **BREAKTHROUGH, Project Idea as your Campaign.**

- 1.1. Are you making or creating something people will really need, love, want, to help them solve a problem and makes a difference in people's lives? The project can't just simply be interesting to you only!
- 1.2. Is it a campaign other people will actually understand? Could you explain it to a friend in under 1 minute, if so... do they like it? If not, why and maybe reconsider this project or how you explain it to others. The crowd needs to get it fast to scale up!
- 1.3. FYI - Physical products are much easier for your online investors versus other services, ideas and new concepts. Offer products as perks (mandatory).
- 1.4. Can you show a sample or prototype for your campaign? If so, have others tested it for you? If so, what was their response, video them!
- 1.5. Decide if you really need this type of money or could you get this project going yourself first to show adoption and proof of concept?
- 1.6. Bad CF example:
<https://www.kickstarter.com/projects/1209961606/come-travelling>
- 1.7. Good CF Examples:
<https://www.indiegogo.com/projects/skully-ar-1-the-world-s-smartest-motorcycle-helmet/x/1102928>
<https://www.kickstarter.com/projects/bunchoballoons/bunch-o-balloons-100-water-balloons-in-less-than-1>

2. Which platform to choose ... **Kickstarter versus Indiegogo?**

- 2.1. **Indiegogo offers flexible funding** - so it is nice to get some money to continue the project, be clear on what you are getting from their services:
- 2.2. Indiegogo takes a small percentage of the funds, and so does payment process



- 2.3. + Accepts Paypal funds, but will lose 1.5-3.5% of total funds, budget for this.
- 2.4. FYI- linked images inside the campaign, forces viewers away from CF page :(
- 2.5. No hard rules, live campaigns up faster, and ready to accept funds quickly.
- 2.6. Use if your project is benefiting a charity or a non-profit option.
- 2.7. Examples:
<https://www.indiegogo.com/projects/green-with-tiffany-on-a-plastic-pollution-expedition-bermuda-to-iceland>
- 2.8. **Kickstarter offers fixed funding** - Do you need \$10k to make this product, if you fall short can you still deliver it? You get \$0 if you do not meet your goal!
- 2.9. Embed Youtube videos, add more information/entertainment to the campaign
- 2.10. Uses Amazon payment system, KS will check your page before to go live.
- 2.11. USE for creative artistic projects, takes more time to launch their campaigns.
- 2.12. Other top crowdfunding platforms are:
 - 2.12.1. [Fundable.com](https://www.fundable.com)
 - 2.12.2. [Crowdcircle.com](https://www.crowdcircle.com)
 - 2.12.3. [Gofundme.com](https://www.gofundme.com)
 - 2.12.4. [Giveforward.com](https://www.giveforward.com)
 - 2.12.5. [Angel.co](https://www.angel.co) - to raise venture capital funds (post-formation)
 - 2.12.6. [F6s.com](https://www.f6s.com) - to apply to accelerators and incubators (post-formation)
 - 2.12.7. And many more in specific niche areas - do your homework for fit!
- 2.13. Examples:
<https://www.kickstarter.com/projects/ryangrepper/coolest-cooler-21st-century-cooler-thats-actually>

3. Shoot a Personal video UNDER 3 minutes - YES under 3min!

- 3.1. FYI- Youtube viewership drops dramatically after 2.5 minutes so do your best to make a pitch video in under 3 minutes. Don't mention any \$ value in the video, just that you need funds, as the \$ may change (see why later on)
- 3.2. **Minute 1 - Problem** - Clearly address a main problem, issue, and area you want to solve/create for (film, business, product, service, etc.) show real people either with the problem or with your potential solution/creation. Hint at it!
- 3.3. **Minute 2 - Showcase** - How your ___ will solve their needs, how you produce it, or made it, or will make it, how will you bring it to reality and get it done!
- 3.4. **Minute 3- Proof** - Why you are the right person or team to do ___ ! Add a personal human connection appeal here, about how your life or others will



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change when complete ____ . A truly human story best here, or user video testimonials.

- 3.5. [Download our ULTIMATE TOP 20 Crowdfunding Video Steps for Product Campaigns today!](#)

TOP 20 STEPS

THE ULTIMATE

CROWDFUNDING VIDEO

FORMULA FOR PRODUCT CAMPAIGNS



4. **Be Realistic with your ASK for FUND \$\$\$ Goal!**

- 4.1. If you need \$4,000 to make it work, then only ask for that amount, not +\$10,000, you may also get more if really successful!
- 4.2. If you need more money, you will need to tell people WHY you need that amount.
- 4.3. Layout in the body of the campaign exactly where this money will be spent, add a reach target and tell them what you would do with even more \$\$\$!
- 4.4. More than \$10k goal... you will need a larger base community to start it!
- 4.5. Ideally, you want to reach 30% of your goal by the first week of your campaign from your personal network or fans, then it will grow organically online, with your added efforts (of course).
- 4.6. Example:
<https://www.indiegogo.com/projects/artcentric-travel-the-arctic-edition-ced-ra-wood>

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5. Create **ATTRACTIVE Perks and Rewards options with levels**

- 5.1. This is the easy part, if you plan to make a physical product like a book or something, but if your project is not a product (ie service, non-profit), you will have to think way outside the box here. Get creative and think WIIFM!
- 5.2. Can you get some product perks from a friend's company or a partner company? Make your own t-shirt design/funny/cool statement on it, make some business cards, offer people something of physical value
- 5.3. Increase the perks with the \$\$\$ given accordingly, more money more perks... create a map on the page to clearly show what they will get at what \$ level!
- 5.4. People will want to get these perks/rewards, so make them attractive.
- 5.5. **Bad example:**
<https://www.indiegogo.com/projects/travel-with-circle-dancing-eagle>
- 5.6. **Good example:**
<https://www.indiegogo.com/projects/conscious-company-magazine>

6. **GET a Facebook page, Twitter handle and Simple Website up NOW!**

- 6.1. For simple email sign-up website try [Squarespace.com](https://www.squarespace.com) one page site, to get new subscribers lists going immediately from day 1.
- 6.2. Facebook page, start to build an online community of fans, mention thanks to your donors on it.
- 6.3. Twitter handle, add related people you respect and have the handle @ be your project name or your name.

PHASE 2: DURING & AFTER YOUR CAMPAIGN LAUNCH

7. **Promote your Campaign, get PR and always be Sharing (ABS)!**

- 7.1. If you have the budget now, hire a [PR agent](#) if you have some budget for it from \$50 to 5,000, they can get articles written about you and published press, which can scale a campaign fast!
- 7.2. Share the project website with friends, family, and EVERYONE you know, ask them to share it too! This can be hard for some but a necessary step, unless your project is completely unknown to them, private or other.
- 7.3. ABS - ALWAYS BE SHARING a daily activity... you should be sharing it daily to related blogs, fans, followers and other you may think will like it!
- 7.4. Send it to journalists, writers, bloggers,
- 7.5. Read the how I Hacking Kickstarter: [Tim Ferris \\$100k in 10 days!](#)
- 7.6. Download your email list, LinkedIn, Facebook friends and let them know
- 7.7. It may annoy them but warn them, this is only for 30-45 days then done!



7.8. **Good example:**

<https://www.indiegogo.com/projects/i-want-my-nerd-hq-2014>

8. Add attractive content to your campaign page

- 8.1. ADD photos and interesting images, embed related videos to your campaign page... more content = more engaging!
- 8.2. Can you show your before and after process, or a DIY project video?
- 8.3. Show images of your offered perks on the campaign pages, for clarity.
- 8.4. Show your progress, work thus far and status of where ____ project is now!
- 8.5. Good: <https://www.indiegogo.com/projects/kite-patch>

9. Updates and Engagement Tools

- 9.1. Send a minimum of 1 update per week, ideally 2 per week. Even a video shot from your smartphone will do. Make it personal, compelling and grateful for help. Highlight something of value and how you are inspired by funders.
- 9.2. If no video option available (why?), then post a message about your progress and anything new to tell them about _____ .
- 9.3. If you can plan something new and exciting each week, do so! Create a calendar for each week of the campaign so you know what to share!

10. Funding Goal (\$) Adjustments

- 10.1. If you reach the halfway point through your 30-45-60 day campaign, and you have not hit at least 30% of your goal... decide to reduce it the amount. IndieGogo can help you with this, Kickstarter can not.
- 10.2. If you are close to your goal and you have time from 1-10 days, add a stretch goal to have people give even more, share this in the updates. Make sure to tell people what they will get if you exceed your funding goals! More money = what?
- 10.3. **After it ends...breathe and get some rest!**



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CONGRATULATIONS!!!

Well done, you have attempted your dreams, of which 99% of people never even attempt to do! Pat yourself on the back, grab a drink and be proud of your sincere efforts!

FUNDED CAMPAIGNS- Now it is time to focus on those perks, communicating to your contributors and getting your project into reality. Be sure to communicate with all the contributors after the campaign, at least 1-2 per month until they receive their campaign perks, ideally in under 2-4 months.

UNFUNDED CAMPAIGNS- Based on the platform you used (IndieGogo - Flexible), you may still receive some of the funds from the campaign (not Kickstarter). If you received funds, focus on redeeming your perks before anything else, it is a large job. Then figure out what the funds will produce to get you to the next step. Maybe produce a scaled down version of your idea or **MVP** ([minimal viable product](#)) for some people to test/try out. [Contact us](#) for more information at this stage on how we can advise you moving forward.

GOOD LUCK...we are all rooting for you!!!



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Here is how we can help you!

STRATEGIC CONSULTING

Get immediate assistance with your online campaign, pre-launch or active now. Offering **1-5 consultation sessions** with a set hourly fee. We guide you along a process for growth or can adjust your campaign even if already launched! [Read how we](#) helped this online campaign **exceed their goals!** [HELP ME NOW](#)

CROWDFUNDING TRAININGS

We "teach" you the **skills to manage** a kick ass campaign and even repeat the process in the future! We offer online, video calls or if in the SF Bay Area live meetings, of 3-6 sessions @2 hours per can be pre-paid or spread payments out. Download our Top 20 Step Guide to Creating a **Kickass Product Video.** [TRAIN ME HOW](#)

CROWDFUNDING PRO

We help you build out your entire campaign including: strategy, marketing, your perks, updates, layout and even a new launch video! This is the all-in-one service for the busy entrepreneurs looking to outsource their campaign headaches. We simply collect a retainer to get started and a % of end goal!* [GET PRO SUPPORT](#)

**Please note we realize the nature of online campaigns and have a minimum and maximum % fee for PRO plans.*

CONTACT US TO LEARN MORE

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Please contact us below to share your experiences, comments and ideas.

~ Good fortune favors the bold and courageous~

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