



The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance)

By Jason R. Rich

Download now

Read Online →

The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) By Jason R. Rich

Crowdsource funding is the new way to finance start-ups in a networked world

Entrepreneurs, small business owners, investors, artisans, or those who merely have a good idea for a business venture have a new and attainable means of securing capital to grow their dreams. Gone are the days when the only options to raise funds for a new business were venture capitalists, angel investors, or Wall Street. Web-based crowdfunding services are now plentiful and offer a variety of options for the aspiring entrepreneur. However, these services are not typically as well-understood as the more traditional means of raising capital.

In *The Crowdsourcing Funding Services Handbook*, author Jason R. Rich offers a step-by-step overview of the various crowdsourcing funding services available on the Web, as well as the necessary documentation required to launch a successful crowdfunding campaign.

- Contains details on how to evaluate and select the best online platform for crowdfunding efforts
- Provides details on creating a business plan to the specifications required to raise capital via crowdfunding
- Provides an overview of the financial projections that will be required for a crowdfunding initiative
- Proposes a specific approach to creating a "pitch video" to succeed with a crowdsourcing funding campaign

The Crowdsourcing Funding Services Handbook is a thorough, well-developed resource for those seeking to raise capital to start a business or fund the development of an innovative idea. Author and crowdfunding expert Jason R. Rich provides this definitive, hands-on guide to raising capital in the new economy.

 [Download The Crowd Funding Services Handbook: Raising the M ...pdf](#)

 [Read Online The Crowd Funding Services Handbook: Raising the ...pdf](#)

The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance)

By Jason R. Rich

The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) By Jason R. Rich

Crowdsource funding is the new way to finance start-ups in a networked world

Entrepreneurs, small business owners, investors, artisans, or those who merely have a good idea for a business venture have a new and attainable means of securing capital to grow their dreams. Gone are the days when the only options to raise funds for a new business were venture capitalists, angel investors, or Wall Street. Web-based crowdfunding services are now plentiful and offer a variety of options for the aspiring entrepreneur. However, these services are not typically as well-understood as the more traditional means of raising capital.

In *The Crowdsourcing Funding Services Handbook*, author Jason R. Rich offers a step-by-step overview of the various crowdsourcing funding services available on the Web, as well as the necessary documentation required to launch a successful crowdfunding campaign.

- Contains details on how to evaluate and select the best online platform for crowdfunding efforts
- Provides details on creating a business plan to the specifications require to raise capital via crowdfunding
- Provides an overview of the financial projections that will be required for a crowdfunding initiative
- Proposes a specific approach to creating a "pitch video" to succeed with a crowdsourcing funding campaign

The Crowdsourcing Funding Services Handbook is a thorough, well-developed resource for those seeking to raise capital to start a business or fund the development of an innovative idea. Author and crowdfunding expert Jason R. Rich provides this definitive, hands-on guide to raising capital in the new economy.

The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) By Jason R. Rich Bibliography

- Rank: #2303165 in eBooks
- Published on: 2014-08-05
- Released on: 2014-08-05
- Format: Kindle eBook

 [Download The Crowd Funding Services Handbook: Raising the M ...pdf](#)

 [Read Online The Crowd Funding Services Handbook: Raising the ...pdf](#)

Download and Read Free Online The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) By Jason R. Rich

Editorial Review

From the Inside Flap

The Crowd Funding Services Handbook is written for entrepreneurs, small business owners, investors, artisans, or anyone else who has a good idea for a business venture and wants to tap into the power of an attainable means of securing capital to grow their dreams. This hands-on resource shows how to create and manage a successful crowd funding campaign that ultimately reaches its funding goal.

Written as an easy-to-understand and comprehensive guide, the book includes the tools and information needed to establish and maintain a successful reward- or pre-sale-based crowd funding campaign. Step by step, this must-have resource shows what it takes to raise the money to complete a project idea and bring it to fruition. Not only does this book prepare entrepreneurs for the challenges that lie ahead and assist in overcoming the most common pitfalls that cause crowd funding campaigns to fail, it gives suggestions for fully developing a project idea.

Following the strategies outlined, aspiring entrepreneurs will learn how to evaluate and select the best online platform for their crowd funding effort and create a solid business plan tailored to the specifications required to raise capital via crowd funding. The author also includes information on the financial projections needed for implementing an effective crowd funding initiative and reveals how to make a winning “pitch video” that will attract investors.

In addition to the wealth of practical strategies and tools, the book contains interviews with successful crowd funding experts. These shared experiences will prove to be immensely informative for budding entrepreneurs when it comes to planning, creating, and then managing a reward- or pre-sale-based crowd funding campaign, regardless of which crowd funding platform they select.

Whether you want to invent and launch a product or establish a business, *The Crowd Funding Services Handbook* has the information, strategies, and tools needed to secure critical early stage funding.

From the Back Cover

Get your project funded the Crowd Funding way

Have a great idea that needs financial backing? *The Crowd Funding Services Handbook* offers entrepreneurs in every industry a new means of securing capital that will help make their dream projects a reality. This comprehensive resource offers a step-by-step guide for creating and managing an effective crowd funding effort while at the same time avoiding the common missteps that so often stymie early-stage funding seekers.

Jason R. Rich outlines the process of using a service such as Kickstarter or Indiegogo to implement and direct a winning crowd funding campaign. He shows how to attract highly targeted backers and supporters using social media. In addition, Rich reveals how to put in place successful online advertising, public relations, and other efforts that will cater to the wants and needs of the backers who will play a pivotal role in the funding of a project idea.

The Crowd Funding Services Handbook is an accessible resource for anyone who wants to run a reward- or

pre-sale-based crowd funding campaign that will get results.

About the Author

JASON R. RICH (www.JasonRich.com) is the bestselling author of more than 55 books, as well as a frequent contributor to numerous national magazines, major daily newspapers, and popular websites. He has written extensively about online social networking and is the author of *The Unofficial Guide to Starting a Business Online* from Wiley.

Users Review

From reader reviews:

Aaron Jack:

Inside other case, little folks like to read book *The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention* (Wiley Finance). You can choose the best book if you want reading a book. So long as we know about how is important a book *The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention* (Wiley Finance). You can add understanding and of course you can around the world by just a book. Absolutely right, since from book you can know everything! From your country until foreign or abroad you can be known. About simple factor until wonderful thing you could know that. In this era, we are able to open a book as well as searching by internet product. It is called e-book. You can utilize it when you feel weary to go to the library. Let's read.

Pat Swartz:

This *The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention* (Wiley Finance) are usually reliable for you who want to certainly be a successful person, why. The main reason of this *The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention* (Wiley Finance) can be on the list of great books you must have will be giving you more than just simple reading through food but feed you actually with information that might be will shock your prior knowledge. This book is actually handy, you can bring it almost everywhere and whenever your conditions throughout the e-book and printed kinds. Beside that this *The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention* (Wiley Finance) giving you an enormous of experience for instance rich vocabulary, giving you tryout of critical thinking that we all know it useful in your day action. So , let's have it and luxuriate in reading.

Carmela Randle:

The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) can be one of your starter books that are good idea. We all recommend that straight away because this publication has good vocabulary that can increase your knowledge in language, easy to understand, bit entertaining but delivering the information. The author giving his/her effort to set every word into delight arrangement in writing *The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention* (Wiley Finance) nevertheless doesn't forget the main

stage, giving the reader the hottest and also based confirm resource information that maybe you can be certainly one of it. This great information can drawn you into new stage of crucial imagining.

Lorraine Vargas:

A lot of book has printed but it takes a different approach. You can get it by online on social media. You can choose the top book for you, science, comedian, novel, or whatever through searching from it. It is named of book *The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention* (Wiley Finance). You'll be able to your knowledge by it. Without making the printed book, it can add your knowledge and make you happier to read. It is most crucial that, you must aware about e-book. It can bring you from one spot to other place.

Download and Read Online *The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention* (Wiley Finance) By Jason R. Rich
#8UT7S4BE5XW

Read The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) By Jason R. Rich for online ebook

The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) By Jason R. Rich Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) By Jason R. Rich books to read online.

Online The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) By Jason R. Rich ebook PDF download

The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) By Jason R. Rich Doc

The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) By Jason R. Rich Mobipocket

The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) By Jason R. Rich EPub

8UT7S4BE5XW: The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Wiley Finance) By Jason R. Rich