

A Crowdfunders Strategy Guide Build A Better Business By Building Community

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A crowdfunder's strategy guide : build a better business

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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.

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Award-winning entrepreneur and crowdfunding expert Jamey Stegmaier shares his inspiring lessons and practical guidance for building the business of your dreams by engaging with customers and investors online. This book features over forty illustrative examples of crowdfunding campaigns. Some

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succeeded wildly and some were sobering disasters.

Full version A Crowdfunder's Strategy Guide: Build a ...

A Crowdfunder's Strategy Guide is authoritative and comprehensive, yet easy to read. This book should do much to answer basic questions about crowdfunding and provide those interested in using crowdfunding with a valuable playbook.

Review of A Crowdfunder's Strategy Guide (9781626564084 ...

A Crowdfunder's Strategy Guide: Build a Better Business by Building Community Jamey Stegmaier Berrett-Koehler Publishers (September 2015) Softcover \$19.95 (192pp) 978-1-62656-408-4 A crowdfunding expert shares his secrets in this breezy book full of words of wisdom. Crowdfunding is a phenomenon that has helped launch countless businesses.

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2 A CROWDFUNDER'S STRATEGY GUIDE They're not a replacement for the full entries, nor do they explain the logic behind the lessons, but if you trust me by the time you reach the end of this book, they're there for you to consider. A Crowdfunder's Strategy Guide is much more anecdotal than my

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blog.

A Crowdfunder's Strategy Guide - Berrett-Koehler Publishers

Stegmaier's approach encourages building trust with buyers and suggests that crowdfunders secure support and a strong community online well before launching any funding initiative. He bolsters his recommendations with statistics and stories from other crowdfunders and advocates running a campaign centered on the patrons.

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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.

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