

Don't forget to turn up your computer speakers!

Tom Antion's Internet Marketing Master Class Bonus I

Crowdfunding and
Sponsorship



GreatInternetMarketingTraining.com



Announcements

- 🎤 Please leave an honest Google Review at <https://g.page/InternetMarketingTrainingCenter/review?rc>
- 🎤 I will be giving you massive value in this masterclass, but there's always something else to learn.
- 🎤 To get the full value of this masterclass you should look at and analyze the links I give you.



Crowdfunding

- 🎤 Major Players
 - KickStarter
 - Go Fund Me
 - Indiegogo
- 🎤 Success Stories
- 🎤 Why do people participate?
 - They know and like you
 - They like your project
 - They reciprocate
 - They are angel investors



Crowdfunding

- 🎤 Best Practices
 - Video
 - Text
 - Realistic Goals
 - BackUp Plan
 - Momentum
 - Rewards / Perks



Crowdfunding



Tips

- Personal
- Thanks
- Tweet/Facebook about contributors
- Network
- Add Rewards



Publicity Stunts –

- Sleep Strike
- Happy Dance



Sponsorship

- 🍷 Big Companies Give You Money
- 🍷 More Sponsorship Money than Ever
- 🍷 Decline of Regular Advertising Outlets
- 🍷 More personal connection to potential customers
- 🍷 Goodwill for the Company



Sponsorship

- 🔑 Why You?
- 🔑 Don't have to be a celebrity
- 🔑 Success Story – Graphic Artist
- 🔑 My Success Stories
 - Book
 - Speeches
 - Car

Sponsorship




What can be sponsored

- Just about anything legal
- Events
- Books
- Contests
- Clothing
- Handouts
- Food
- Goody Bags – Jane Ubell-Meyer
- etc.



Sponsorship

- 
- How to get sponsorships
 - Decide what you want sponsored
 - Get a clear picture of who is in your market
 - Research companies who want to reach that market
 - Find out who to pitch
 - Find out how they want to be pitched
 - Quantify what benefits you can provide
 - Make custom sponsorship proposal

Sponsorship



- 🎤 Super Technique
- 🎤 Roberto Candelaria
SponsorshipBootCamp.com



Let's Make a Deal

- 🎤 Want me to be your Crowdfunding Consultant?Here's the deal.