

*Bring in money now!*

# CROWDFUNDING:



HOW TO GET MONEY TO FINANCE  
YOUR DREAMS AND NEVER HAVE  
TO PAY IT BACK!

**TOM ANTION**

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# Chapter 1

## Introduction

How would you like to have people from all over the world sending you money to complete your creative project, or take care of an urgent need? That's what this e-book is all about.

...And not having to pay it back??? What's that all about? That can't be legal, or ethical. ...Oh, yes it can with the mechanism of crowdfunding aka "crowdsourcing", "co-finance", and "resource sharing".

You may have an idea for a book or online course. Maybe you're an inventor and need money to make a prototype. Maybe, you need tuition money, or dental work, or even cosmetic surgery. Pretty much whatever your needs are, you can get the money through crowdfunding.

You may not be familiar with crowdfunding or how to go about it. Yet this one concept can make a profound difference in your business and your life. That is why more people and even celebrities are using it as a tool and a resource for what they want to create and promote.

As many of you know, since I either have hit you up about contributing or I soon will hahaha, I'm doing it myself on a pilot project to help persons with disabilities. I'll tell you more about that later.

## **Everybody is Doing It**

Even the famous author Seth Godin crowdfunded at least one of his books. <https://www.kickstarter.com/projects/297519465/the-icarus-deception-why-make-art-new-from-seth-go> Why would he do this? He has the money to easily print hundreds of thousands of books himself, and he has the clout to get a big advance from a major publisher.

I would say he did it for the engagement with his fans. They would have the bragging rights to say, “I helped Seth Godin publish his book.” Besides that, he doesn’t have to give a large percentage of his sales to a publisher.

## **Crowdfunding vs Donations**

There are differences between “crowdfunding” and “donations”. They aren’t exactly the same, and understanding that is important. Donations to Non-profits and other qualified charities are usually tax deductible to the person or company providing the money. That’s true in the U.S. anyway.

During your crowdfunding campaign people may ask you about this. If you are a licensed charity, or non-profit, you can say, “Yes, it’s tax deductible.” If you’re just doing a crowdfunding campaign, the answer will usually be no. But there are exceptions.

Let’s say you are offering business training to someone in exchange for their contribution. In that case their accountant “may” tell them that their “payment for training” is tax deductible for them. Every case will be

different.

The basic concepts of what crowdfunding sites offer is the same. However, they have many differences among them too. Before you post a project, take some time to see what each crowdfunding site offers. In a later chapter, I'll talk about some of the best ones to consider. In another chapter, the concept of matching up the right platform with a given campaign to generate funding is also discussed.

You may be saying to yourself that you like the idea of crowdfunding, yet you are still somewhat intimidated by it. This e-book will share with you the process in a step-by-step fashion so you know what to do and how to do it. You will also learn the best forms of crowdfunding that work well for a given type of project or idea.

Taking the guess work out of the equation means you can create a plan of action that will maximize the amount of money you get. You can utilize your strategy and you can move forward at a pace that challenges you and also helps you get the results you're seeking. And those results mean you get to see money being deposited into your bank account that you don't have to pay back.

## **Perks**

Perks, aka Rewards are a huge incentive for people to follow and contribute to your project or idea. You'll learn to use them wisely in order to increase the results you get.

Some campaigns that have urgent need, or a highly emotional appeal don't require perks. You see lots of those on <https://www.GoFundMe.com>

My campaign on GoFundMe <https://gofund.me/6c94b8ba> is somewhere in between needing perks and not needing them. It's emotionally charged because my mission is to change the lives of persons with disabilities by getting them scholarships. But it doesn't rise to the level of a campaign for a police officer's widow with three young children to raise.

Since, I'm in the middle, and since I have lots of products and services, I'm introducing them throughout the campaign to keep the momentum going. As I'm writing this, I'm doing a pre-publication sale on this very book with all the money going to the campaign. I'll talk more about promotions later.

In order to successfully gain traffic to your campaign, you must have multiple channels of marketing in place. In this day and age, that also means implementing social media. I'll also help you learn how to make your crowdfunding efforts go viral!

Crowdfunding can be used for any type of company, any type of project, and any type of idea you may have (as long as it's legal). People have used it for cosmetic surgery, dental work and one crazy guy raised \$55,000.00 to make potato salad.

<https://www.kickstarter.com/projects/zackdangerbrown/potato-salad>

It can even be used for non-profit organizations. They often think they can't use it due to the various laws that surround a non-profit entity.

**The amount of money that can be generated through a crowdfunding campaign depends on several factors. They include:**

- Quality of the marketing and outreach
- The niche market you're going after
- Types of rewards, or perks for contributors
- Length of time the campaign runs

As you continue reading, you will be motivated to get started with crowdfunding for your project. You will see how you can use it successfully and also avoid common pitfalls. You will also be able to see the value that it holds in terms of taking a project or idea and turning it into a long-term business venture that is successful and profitable!

**WARNING: DON'T SLAP A PROJECT TOGETHER IN A DAY OR SO AND EXPECT IT TO WORK. SUCCESSFUL CAMPAIGNS TAKE PLANNING!**

**Unless . . .**

. . . you are doing something more urgent like helping out the family of a fallen police officer, or someone diagnosed with cancer, or some other situation that has immediate need. Many of these campaigns are emotionally charged and can stimulate large responses just because of their nature. In most cases your business-oriented project will not fall into this category. PLAN AHEAD!

Okie Doke. Let's get rolling!

# Chapter 2

## What is Crowdfunding?

Fully understanding what crowdfunding is leads down the path of successfully using it. The process involves getting a large number of people to contribute a relatively small amount of money for the project or idea. (Of course, we're always happy when a big supporter throws in a large amount of money.)

The money is generated by raising awareness through marketing, typically, done online, but there are many offline ways that can enhance your project.

The idea of crowdfunding is to help small businesses and other worthy projects because we know all too well the struggles that have occurred in these difficult economic times. Businesses may be barely getting by making a small profit, or actually losing money. This doesn't leave them funding for expanding, for major repairs, hiring, and/or adding new products and services.

We all know medical bills and education can be expensive. In these inflationary times everything is becoming more expensive. When people fall on hardship, crowdfunding can sometimes save their families and their lives.

The process of crowdfunding can help give people a boost so they can

continue to move forward. Businesses can compete with the larger businesses and they don't have to worry about cash flow issues. They don't have to struggle with lenders that make it very hard for anyone to get a loan these days. It is significantly harder for a small business to borrow money due to the risk the lender incurs.

Unless you have significant property and assets to put up as collateral, go ahead and try to get a loan to pay off medical bills. Lenders will think you're going to die and they'll never get paid back.

As your business concepts and projects are showcased on crowdfunding sites, it can encourage consumers and those with an interest in those projects to make the decision to contribute. They only have to kick in a relatively small amount so it isn't a huge dent in their budget by any means. Yet those small amounts will quickly add up when the number of donors is significantly high.

Obtaining traditional types of investors can be frustrating and probably will feel like a dead-end street. It can be extremely difficult to entice them to invest funds in a business, an idea, or a project that is risky. They don't want to jeopardize losing their funds. With the tougher economy, they have become far more selective about who they invest with.

One thing to keep in mind is that some angel investors contribute either anonymously, or under an assumed name just to check you out. They might want to buy part or all of your company later. They contribute to see how you handle the campaign.

Frequently when investors offer to buy a business, they want the old owner to stay on for a period of time during the transition period. If you handle your crowdfunding campaign poorly, you may have lost a major investor or buyer and never even know it.

Crowdfunding campaigns remove the frustrations of getting money because they are funded by individuals. The general public is going to offer the funds, the business idea, or humanitarian project is lacking. You can get people that never heard of you contributing to your project because people often share the project via social media. You are going to strategically promote that and make it easy for people to share.

With crowdfunding, you start out by making a list of all your family and friends. It's pretty difficult to think of all the people you know and are related to in just one session. I suggest right this moment, you stop reading and start making a list in alphabetical order.

You keep expanding on the list as you remember people you haven't corresponded with in a while. I guarantee that with the list at your side you'll think of a bunch more people to put on the list while you're reading this e-book. I'm still putting more people on the list and I'm three weeks into my campaign.

From there, you can consider various acquaintances you've met through social media. Add those people to your list.

Other places and people to add to your list that people don't normally think of are places you spend money. Are you a regular at a local restaurant? Don't be afraid to hit up your local Home Depot or Lowes (they normally donate construction materials). Check with your grocery store manager and your hair salon.

Many of these places have budgets for doing good in the local community. Or, maybe they just feel obligated to help out a regular customer. If your project resonates with their mission, you might get a nice chunk of money.

Don't underestimate the power of the general public when it comes to supporting a cause they believe in. When they see that others are also supporting it, that further entices them to also make their contribution. I told you before, crowdfunding isn't hard, but successful campaigns do take planning. A great campaign isn't going to materialize on its own.

You are going to take that list you've been developing and identify those people that like you so much they are willing both to contribute AND contribute the moment your campaign goes live. This creates momentum and is social proof that other people think your project is a good one. I'll tell you more about this later.

In order for your campaign to go viral, which should always be the goal, there has to be solid information. There has to be material that evokes a strong positive response from those that see it. If it's an emotional response, that's even better. That is the only way they are going to feel confident enough about it to make a monetary contribution towards the

cause.

With that in mind, plenty of details need to go into the creation of the project. There are several steps that should be part of the overall outreach. They include: **Note:** [A complete checklist is on the last page of this e-book.](#)

- Creating your list of potential contributors and contacting them in advance of the promotion going live.
- Deciding what social media outlets you will target.
- Writing up the story behind your idea.
- Creating a video that shows your passion for the idea and why you are the one to do the project.
- Deciding what rewards or perks make sense for your project.
- Working on a realistic budget.
- Creating a launch team of volunteers for bigger projects.
- Identifying local media contacts to alert about your “news worthy” project.

Some people are hesitant to use crowdfunding as they don't want to seem like they are asking for a handout. I told you about Seth Godin. Here's a link to ten famous crowdfunding campaigns including Seth's.

<https://www.crowdfundingpr.org/top-10-celebrity-crowdfunding-campaigns/>

I'm kinda in the same boat in that I could have just donated all the

scholarships to the persons with disabilities I'm putting through my school, but I didn't. Why?

I wanted to raise awareness about the plight of the disabled, their high unemployment, depression and suicide rates. Plus, I wanted to have the participants with the proverbial "skin in the game." They will be more committed to learning if they've promised the folks they recruited for the crowdfunding campaign that they will diligently do their studies. They'll also learn about crowdfunding.

So, don't be hesitant about crowdfunding. All kinds of people do it for all kinds of reasons. Why not you?

When creating a crowdfunding campaign, it is very important to remember key points of why people give money:

- Some people that know you will help you out just because you're their friend.
- Others often contribute to campaigns just to get the rewards or perks.
- Many people you hope to attract simply contribute because they like the idea and are interested in the topic of what you are doing.
- People contribute to feel better about themselves for helping out those less fortunate. This is especially true in more emotional campaigns like those with medical issues, horrendous natural disasters, and/or deaths in a family.

- Some people trade contributions. **Note:** You may think this one is a waste of time. If I give your campaign let's say \$100.00, and you give my campaign \$100.00, what's the point? The point is that I will be seen in front of all your contributors, and you will be seen in front of all of mine. This opens up bigger potential contribution pools for both of us.
- Angel investors sometimes contribute to see how you run your business to make decisions on whether they want to buy you out, or purchase equity in your business.

The people that respond to your crowdfunding idea also influence others to do so. With that in mind, they influence the overall value of the campaign. They will continue to promote for you what they feel is important. This can contribute to the overall growth of the money for the campaign.

# Chapter 3

## How to use a Crowdfunding Site Successfully

In order for a crowdfunding site to be used successfully, you have to take the time to really find out what it offers. While there are plenty of really good sites out there, plenty are also scams. You also have to make sure you match up the type of site with the type of project or idea you are working on. That will be covered in more detail in its own chapter.

There were more than 1616 crowdfunding platforms identified in the latest figures in the USA alone, 99 in Canada and 135 in Latin America. Most but the biggest, are worthless.

And while I'm at it, I don't want you to think you must use a major crowdfunding platform, because there are fees involved that may make you think twice. So, go ahead and think twice and I'm suggesting you don't do it yourself on your own website even though you could.

Why?

Well, most people wouldn't have the credibility to make people that never heard of them contribute. Also, most people .... or should I say virtually all people would not have the traffic of the large sites. Add to that the fact you would have to develop all the technology to take the donations, thank visitors, put commenting in place and have a bunch of the things the big

sites already spent a fortune to develop.

So, stick with the biggies. It will be worth it in the long run.

The main thing is that you have to make sure you fully understand what a given platform has to offer. You also need to make sure that the platform is right for your program. Plus, unfortunately, there are scams out there, with bad people just looking to prey on those trying to do this the right way.

When selecting the crowdfunding platform to use, there are several things to take into consideration. They include:

- **Profile** – Do they give you quality and easy-to-use tools to create a description of your campaign? This is very important as your campaign description needs to be detailed. The better the details are, the stronger your campaign will be.

A quality description also helps to evoke more of a sincere response from the general public . . . . Not only in terms of them making a financial contribution, but also for them to feel compelled to share the campaign with others.

- **Marketing** – The platform you choose should offer easy-to-use marketing tools for you to use and easy-to-use sharing and commenting tools for your contributors to use.
- **Communication** – The crowdfunding platform needs to offer the ability to engage with your contributors. This can include offering updates, sharing feedback, and even showing the level of success

that has been made thus far.

## **Variations**

Keep in mind the features can vary from one site to the next, and that's why the right crowdfunding resource for a given product or idea has to be considered. The ability to accept money through that given site is also important. They act as a third party so that you don't need to have a credit card processor to collect the funds that people contribute.

Your campaign page needs to really draw in supporters. It should help them to feel an emotional connection and it should assist them with feeling confident the money they are parting with will be well used. Words, pictures, and videos are all an important way to tell the story. Explain why you want the money, what it will be used for, and the goal amount.

## **Launch from your Network**

As I mentioned earlier, the more momentum you can get behind a cause, the easier it is for people to make the decision to contribute money. Tell your friends, family, people at church, people you work with, and your neighbors about what you plan to do. Ask everyone to help you out by sending emails to those that they know that may also be supportive of the cause.

By creating traction with your own network, you will be able to generate a desire from others that don't know you to help you with the crowdfunding. Your own network diving in and helping shows that you are serious and it gives you some credibility for your project or idea to grow from.

Starting with your own network also helps you to make sure you have

everything you need for outreach. If they have questions, or your goal isn't clear to people that know you, it won't be clear to people that don't know you either. Your own network of people can help you with tweaking your delivery so that it is well received.

### **When It's Time to Go Public**

Once you are ready to move forward, you can let people know what's coming and build anticipation by posting your upcoming crowdfunding campaign to all your social media. You can also email it to your email list if you have one. Also put it on the homepage of your website or blog. I'll cover marketing your crowdfunding in a later chapter.

### **Enjoy the Visual**

Take some time to look around at the various crowdfunding sources out there. What do you find to be visually appealing? Believe it or not, that is a big part of what will get people to donate. It has to be the combination of what they are helping and the way that it is presented.

# Chapter 4

## What Types of Projects and Ideas Work well with Crowdfunding?

The internet has offered an opportunity to take fundraising to a new level. The technology available makes it possible for crowdfunding to be a viable solution.

\$17.2 Billion is generated with crowdfunding each year in North America alone. If you play your cards right, you can grab your fair share of the money.

If you make people feel the passion you have for your project, the motivation to contribute will be there. You have to make people feel your project is worthy of their money. It doesn't matter how much, or how little each contribution happens to be, that motivation needs to be there.

It is important to use the right type of crowdfunding platform for a given project. That will be covered in a future chapter. Here, I'll cover the types of projects and ideas that work well with crowdfunding. What you'll find is that there are few businesses, ideas, or projects that can't benefit from it. It's even worked for boob jobs and liposuction. hahaha

### **Projects can include:**

- Personal expenses
- Medical Bills

- Inventions
- Books and Other Intellectual Property
- Films and Video
- Business Startups
- Paying off Debt
- Fundraising for all types of organizations
- Causes like “Save the Whales”
- Scholarships and Education Expenses (that’s what I’m currently doing)
- Kooky Ideas (like the potato salad guy)
- Real Estate

You can actually make any type of legal project work with crowdfunding. One of the keys is to use the right platform to present your idea. All of that will be covered in a later chapter. It is important at this point though to realize that you can’t just randomly pick a platform and then cross your fingers hoping it works out. There is more to the process than just a few clicks here and there.

People have gotten into trouble with crowdfunding too by not being trustworthy. I shouldn’t have to say this, but I will. Don’t put a campaign out there that you need a medical procedure and then people find out later that you used the money to pay for your winter vacation in the Bahamas!

It isn’t illegal, and it’s no problem, and perfectly acceptable to ask for money to fund your vacation, but you can’t lie about what you plan to do with the money. Besides getting arrested for fraud, I may be coming after you with my <https://www.ScamBrigade.com> Don’t do it!

Here's a scumbucket that faked her child's terminal illness to raise money.

<https://cbs12.com/news/nation-world/ohio-mother-fakes-daughters-terminal-illness-for-free-money>

She's not the only one. There have been many. Check out this POS

<https://www.rollingstone.com/culture/culture-lists/beyond-gypsy-blancharde-when-mothers-harm-their-kids-for-attention-250206/>

Here's another link to the Federal Trade Commission who has their eye out for this kind of activity. <https://www.consumer.ftc.gov/blog/2019/05/avoid-crowdfunding-scams>

# Chapter 5

## Tips and Strategies to Increase Success Rate

In order to really be successful with crowdfunding, you need the right set up. In the previous chapter, I covered the various types of projects that you can consider using it for. I've also covered making sure you start out with your own network so that the concept can gain traction/momentum.

### **Clear and Concise**

Readers and viewers of videos don't have all day. They don't want some long, drawn out sales pitch. They want a clear and concise understanding of what you need and why it is important for them to contribute. This includes:

- The cause.
- The timeframe.
- The use of the money.
- The amount of funding needed.

Be really positive and passionate about your campaign. Make people feel like if they don't contribute, they have really let something good pass them by. You want them to feel an emotional connection to what you share, and feel good to be a part of it.

## **Monetary Amount doesn't Matter**

Some people feel that the money they have to offer isn't going to be enough to make a difference. They may only have \$20 they can offer.

**Make sure when you promote your cause, you share with the audience that every contribution, no matter how small, does make a difference.** In many platforms, if they are embarrassed about how small their contribution is, they can remain anonymous.

People have bills and priorities so they may not have lots of extra money, but they will contribute what they can, and it all adds up to being closer to your goal than you were before.

## **Further Promoting**

Encourage people that read about your need with crowdfunding to also share it. This is a simple but highly effective way to keep it in the public eye. Those that see it can continue to promote it on your behalf. It helps to ensure that the promotion doesn't go dead in the water.

If you don't continue to promote, your campaign can become stagnant in the middle. According to <https://www.fundera.com/> 42% of funds are raised in the first and last three days of an average crowdfunding campaign.

That leaves a lot of time in the middle of the campaign to get that other 58% of the money so you need all the help you can get to put the information out there from all directions.

Get your backers involved by really going the distance with them. Create a personal touch, a message that comes from the heart, and a way for them to feel connected to you.

Don't assume that people will share on their own either! Ask them to do it and make it easy for them! Tell them that you appreciate their willingness to share the campaign with others. This will remind them that it is a good idea to do so. They may not think about it otherwise, and that can cut your expansion very quickly and reduce traction **so always ask for them to do it!**

All the major platforms make it easy to share on social media. You can go a step further by making graphics for them to use on Facebook, Instagram, Twitter, and Pinterest. (see samples later)

You can also encourage them to email their friends, or broadcast to their email, text, and chatbot lists if they have them.

## **Rewards**

Try to come up with some type of reward aka perk that will get people to contribute. You offer different rewards based on the dollar amount that people contribute. Adding some cool perks is a way to get people to bump up to the next higher contribution category.

Put some thought into the rewards that you offer. They don't have to be tangible, but they do need to offer value. I'll cover some great ideas for rewards in the next chapter.

## **Credibility**

Like I said before, ALWAYS be honest with your contributors regarding what your project is about. If you are honest, you will gain support. If you aren't, then you will get called out on it, or even worse. This will ruin your goal and it can even lead to criminal charges in some circumstances. Don't ruin the process of crowdfunding for everyone by not showing the big

picture from the start.

Everything should be black and white. Don't leave it up to assumptions on the end of the person looking at your campaign. They shouldn't have things open to interpretation with shades of gray in there. **BE EXTREMELY CLEAR.** Your ethical behavior is important and don't give people any reason to second guess what you are asking for.

# Chapter 6

## Types of Rewards to Offer

I previously touched on the concept of offering rewards, or perks to those that pony up money. This is not always necessary on campaigns of great urgency and emotion like helping a family after a horrendous automobile accident, or something like that.

For other less urgent and less emotional projects, perks can really up the participation in your campaign.

I suggest everyone that participates gets something no matter how little they give. Digital things are best because they can be delivered electronically with little or no expense or time involved.

E-books, videos, audios, special reports, printable posters and artwork are some examples. Other things could be shoutouts on social media, inclusion in email blasts and promotion on live online events.

Rewards should offer overall value to the contributor. They should reflect the type of project the funds are being raised for. Keep in mind that there can be a cost involved with such rewards that can take away from the bottom-line money available for your project.

For instance, when I helped Rayne Hagstrom (now Rayne Parvis) with her

printed book project, higher contributions not only got their name in the acknowledgements, they got a physical copy of the book after it was printed.

When you get into physical perks, you have to carefully figure out the cost of the perk, the packaging and postage to mail the perk, and the labor involved in putting the package together and hauling the perks to the post office.

By taking the amount that is raised and subtracting what is spent on the rewards, that gives you somewhat of a picture of the funds left over. It's not the entire picture because we still have to consider the platform and credit card fees which I'll cover later.

Just keep in mind, crunching the numbers is very important before you start your campaign. You may need to offer a reward of less value to increase the money to be used for the project, or require a higher contribution for that particular perk.

Here are some great reward ideas that you can consider using. Of course, you can be very creative and put your own spin on things to fit your target audience.

## **Product or Service**

If you are raising funds through crowdfunding for a specific product or service, you can offer that product or service to the contributors for free. Of

course, they will need to contribute enough to cover the cost of that product, or service AND enough more to add profit to the project.

One thing I've been very successful with is offering consultations. In fact, I've raised the most money on all my charitable projects by doing this.

I raised over \$24,000.00 on a teleclass by auctioning my consultations off to help out a local animal rescue. <https://youtu.be/oV2n4ID4-Vk>



I raised over \$74,000.00 in about 5 minutes doing the same thing to help a food bank for homeless children. And I've repeatedly done it for other children's charities.

Tom found out there were starving/homeless/at risk children he could help . . . and he did.



<https://youtu.be/blUWnvcPe3s>

Again, I did it for a friend of mine who suddenly got a brain tumor and I got him about \$9,000.00 to help out with his bills.

I've pretty much lost track of all the other times I've done this, so if you give consults, this works like a charm.

I know many people don't want to, or couldn't possibly afford the time to do consultations. I get that. One thing I've always said though is by giving consultations you make a greater connection with people and many of them end up buying lots of your products and services.

If you are going to offer a product or service, a perk can be to offer them early access to it. Maybe the general public won't have access for a few more weeks, or even a month. However, those that contribute to the cause can have the exclusiveness of early access.

Some people writing fiction let contributors name characters, or even make plot twist suggestions for the novel.

Another idea is to offer an upgraded version of the product or service. Those that contribute money for the cause through crowdfunding can get an enhanced option. They can even get what would be known as a collector's edition. Perhaps a signed copy of the product is what would appeal to them.

## **Memorabilia**

There are plenty of types of memorabilia that you can offer as a reward. This can include t-shirts, pens, caps, stickers, and much more. Bumper stickers were once very popular, but not so much in use now. Find items that are a sure reminder of the contribution they made to a particular cause.

## **Drawing / Contest**

Even though I really think everyone should get a reward, another way that can be done to give people a chance at a much bigger reward is to hold a drawing.

I would NOT base this on the dollar amount they contributed and I would also not make them contribute to get a chance to win.

**Wait a minute Tom.** This whole deal is to make money. Why would I give someone a chance to win a big perk if they didn't give money? I'll tell you why. By having them give money to get a chance to win, you may have now crossed a line you **DO NOT WANT TO CROSS. You may have just run an Illegal Lottery.**

Check with a contest attorney if you plan to use this idea. As long as you don't charge to enter and don't offer it in States that don't allow contests, this can be a big publicity generator for your campaign. Just make sure your attorney clears what you are doing.

## **Recognition**

If you are hard pressed to spend any money on rewards, consider recognition. This can be a plaque for large contributors and maybe a certificate for everyone else. It can even be a personalized framed letter that shares with them the passion behind the project and your thankfulness for their contribution.

Shoutouts on social media and broadcasts to your email list where you include and thank contributors are all forms of recognition.

If you are creating a product such as a video or film, recognition can be in

the form of the credits on the video. You could even give a large contributor a part in your production.

Listing the names of those that helped make the project possible is a great perk they will always cherish. What a unique feeling it is to see yourself listed in the credits of a film, or in the acknowledgements of a book! Maybe a big contributor could write the forward for the book. Several big contributors could have ads in the back of the book.

### **Event Access**

You may be able to offer event access to those that contribute to your crowdfunding campaign. This can be to a private party, a private screening, a listening party, an online Zoom party and even an opening gala event. The exclusive invitation to be part of that successful event may be what makes the difference between some people contributing or not.

### **Research Perks**

Look at lots of other campaigns to see examples of perks. You just might get an idea that with a little bit of adaptation would be perfect for your campaign.

# Chapter 7

## Marketing Preparation

Your crowdfunding project won't go far if you don't put a great deal of thought into the marketing aspects of it. You need to use multiple streams of contact to make it work. This chapter is devoted to helping you build buzz **“prior” to your campaign going live.**

### **Email**

Jump start your marketing efforts by creating some emails telling your list what is coming up. (Refer to Chapter 9 for Samples) You do this in advance of going live to build anticipation. Also, since you started early it gives you a chance to send more emails than if you waited for the campaign to start.

This helps to generate “buzz” and gets people curious about where you are going with all of it. Try this a few weeks before you launch the actual crowdfunding campaign.

### **Social Media**

There are many forms of social media out there that will help you to get the information of your upcoming campaign shared. As more people see it and they share it, the results can be phenomenal. Information should be shared

through Facebook, Twitter, LinkedIn, Instagram, and any social media you're active on.

Please be sure to respond to people engaging with your social media. There's nothing worse than someone responding enthusiastically and they hear nothing back from you. Make sure you get notice on your computer, and your smart phone every time someone engages so you can get back to them as soon as possible. Maybe one of them will be a big influencer that could double, or even triple the number of contributions you get.

Set up a Facebook page specifically for your campaign. You may also want to have a launch team of volunteers to help you. Even though this wasn't a crowdfunding campaign when I launched "Screw the Commute" podcast I set up a Facebook page for the volunteers.

<https://www.facebook.com/groups/455385298217638> It's of no use now, but you can be sure I'll take a look at the members to see if any would make sense to approach to volunteer for my crowdfunding campaigns.

## **Stories**

Facebook, Instagram, and now Google Web Stories get lots of attention. A little further below you can see a story campaign I used to build buzz and anticipation for my current campaign to benefit physically disabled people.

I used a copywriting technique I teach in my copywriting course <https://www.CopyWriting901.com> called the Zeigarnik principle. Bluma Zeigarnik was a Russian psychologist/psychiatrist who uncovered the

principle of the human mind that the mind cannot stand unfulfilled curiosity.

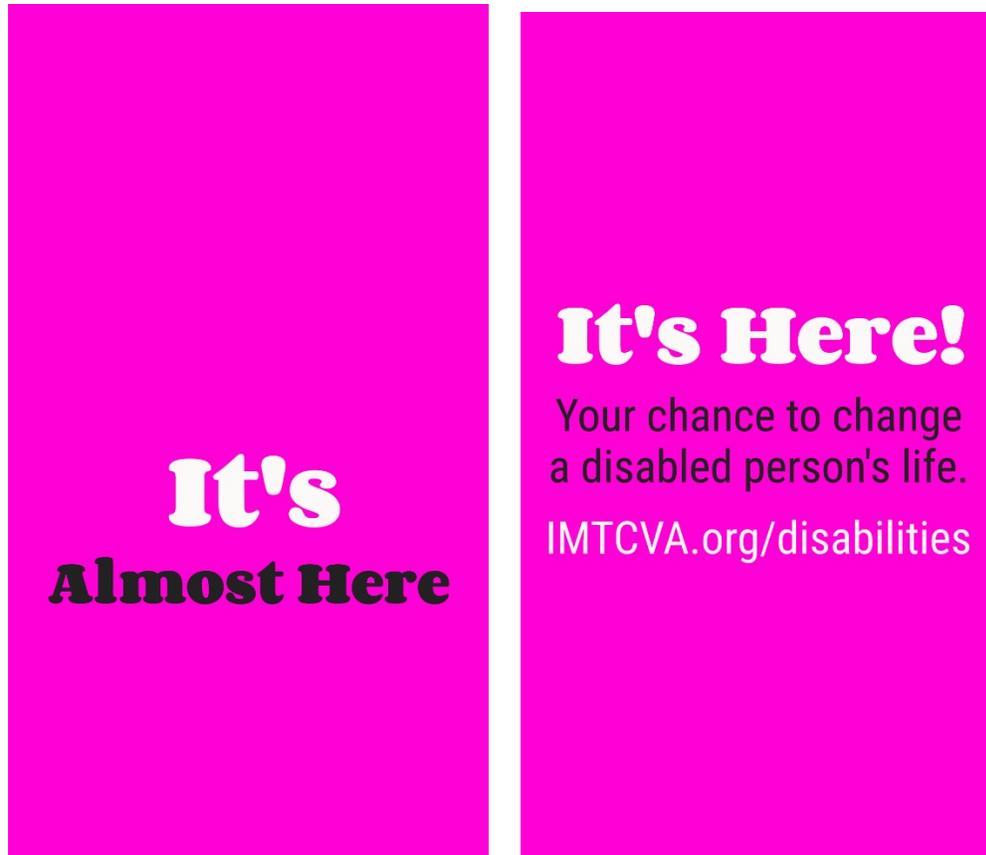
This is an extremely powerful technique. As you'll see in the graphics below, I got lots of messages asking me, "What's coming?" Of course, I stayed coy about it and said, "Just wait. You'll find out." This built even more anticipation and buzz.

Stories run for 24 hours on Facebook and Instagram. I have not implemented Google Web Stories yet. They can run permanently on your website.



**It's Coming**

**It's Coming  
This Week**



Notice that stories are vertical. You can also use vertical videos. There are tons of YouTube videos if you need help in creating stories. or we'd be happy to help you with this in my mentor program

<https://www.GreatInternetMarketingTraining.com>

### **Facebook Postings**

Facebook postings are horizontal. I used the same kind of curiosity campaign on regular posting in my various pages and groups.

# It's coming

## Website

You can create a website that is dedicated to your cause. Here, you can really elaborate and offer some background information on the cause. You can have an “About Us” page, a “Cause” page, a “Campaign Link” page, and much more. You can also have a support email that they can click on to ask questions before they donate.

In my latest campaign to help persons with disabilities attend my school all I had to do was add a page to the existing website which was much easier than creating an entire site. <https://www.IMTCVA.org/disabilities>

If you need help creating a world class site yourself, check out my inexpensive course

<https://www.ScrewTheCommute.com/wordpresscourse>

## **Videos**

The use of videos for marketing crowdfunding campaigns can be very helpful. People seem to have a better positive response to them than they do just reading text. This is a wonderful way to show you are dedicated to the cause and to give people an inside look at what you are all about.

The video does NOT have to be professionally shot and in many cases, this can work against you. If you have a \$10,000.00 video promoting your project, people may think you really don't need the money. I'll show you a sample video later in this e-book along with a bunch of crowdfunding video resources and tips.

If you are trying to get money to promote a film or video project, forget what I just said. You need to show off what you can do, or people won't want to support you if you don't really have any talent.

## **Written Story**

Write up the story of your promotion and make it somewhere between 650 and 1000 words. Shorter than that may not tell the story completely enough, and longer may be too much information for a contributor to absorb.

Do your best compelling writing, or get someone to help you. Some people hire a professional writer for this because it's so important, but most people don't. Make sure your grammar and punctuation are good and be as clear

as possible.

Also, having both a video and text is best. Some people like to watch video and some people like to read details. Having both pleases both types of people.

## **Be Specific**

A vague campaign isn't going to generate the results you hope for. Make sure you have information that offers a complete concept of what you are trying to accomplish. When it is done right, those that share a passion for such a cause will have no second thoughts about contributing to that cause. They must, however, understand what you are trying to accomplish.

The campaign needs to state why money is needed and how much is needed. Details need to be given about how the money will be used. For example, saying the money will be used to "Save the Whales" isn't good enough. It needs to say what specific actions will be taken for them. It needs to talk about why those actions will make a significant difference.

For most projects the end date of the campaign also needs to be there. This allows people to see how much needs to be raised in what span of time. This creates urgency which makes people get off their butts and contribute.

This can be a little different on GoFundMe. For instance, in my campaign helping the physically disabled, I'm letting it run until the goal is reached.

Why? Because we have new people starting the class over time and we are hiring disabled people to help run the program, so we'll need more funding over time.

In addition to that, GoFundMe is one of the platforms that allow campaigns to run indefinitely. I'll discuss the pros and cons of some of the major platforms in another chapter.

Your campaign should also have regular updates that show your contributors the amount that has been raised so far. As that amount grows, more people will be inclined to see the campaign successfully reach its goal.

You can also throw in additional perks that weren't there at the beginning of the campaign to get contributors to contribute again. And yes, this does happen, but most likely won't get people to contribute multiple times unless you give them a reason to do so.

One technique is to add great perks in the middle of a campaign. As stated earlier there is a big gap and potential lull during the middle of a campaign. You can add perks and let all the contributors know what you added. You will find that some contributors will come back and keep contributing to get the new perks.

All these things should be thought out prior to the campaign going live. You will be really busy during the campaign thanking people and fulfilling perks.

## **Make it Viral**

Do all you can to prepare to make the marketing you offer go viral. If you put effort into really evoking positive emotions from viewers, they will help you. They will share that information and other people that don't know you will share it and that's what going viral is all about.

One of my best-selling e-books is "Kick Start Viral" at <https://www.ScrewTheCommute.com/viral>

## Chapter 8

# Crowdfunding Websites to Check Out

There are an enormous number of sites that offer crowdfunding services, but only a few large and well-known ones. The mainstream sites are very safe for those that wish to contribute money. Confidence in the system is an important part of the success of your campaign. If things look shaky, people are unlikely to contribute.

That's why I generally suggest you stick with the big well-known sites when running your campaign. As I stated earlier, you can certainly run the entire campaign off your own website. Compared to the major sites, the chances you'll have the infrastructure and traffic to be successful are slim.

With that in mind, you may need to spend some time looking around for the right match for your campaign. Explore the different websites and find those that you can easily work with. You may decide you want to use different sites for different types of projects.

There are more and more crowdfunding websites added all the time due to the increased interest in getting money you don't have to pay back. The general foundation for them is all the same. However, you may find you like a unique layout, or a particular option on certain sites.

Each of them allows you to create a project. There are step-by-step

instructions so you don't have to worry that you don't have previous experience with it. They pretty much all walk you through the basics of starting a campaign on their system. You can put on video, make an introduction statement, provide images, and even information about your perks / rewards.

The ability to update your contributors is important to keep them excited and to encourage them to up their contribution to get additional perks.

Before I get into individual sites, I'm going to tell you about some of the things you should consider before selecting a site.

### **What type of campaign do I have?**

Here are some questions to consider:

- Do you have a very specific individual project like a book, invention, or piece of art you'd like to create?
- Does your project have a specific deadline, or is it ongoing?
- Is your project a more practical one like a kitchen gadget, or is it more emotional like a medical problem?
- How soon do you need the money? . . . Right away, or you can wait?
- Are you still going to do the project if you don't get all the funding?

Answering these questions will make selecting the right platform much easier.

## Other Considerations

### **Pricing:**

Each platform allows you to sign up and start a campaign for free. Most charge a percentage of your contributions plus a payment processor fee for each transaction.

These fees can add up and you should consider them when you're figuring out the budget of how much money you actually need.

For instance, let's say you need \$24,000.00 to produce a quality physical book and print 3000 first run copies. Your budget includes, cover design, copywriting, typesetting, editing, proofreading, ISBN purchase, barcodes, printing fee, and marketing.

**Note:** As long as you spend all the money on those services and don't net any money from the campaign, there most likely will be no tax liability as the expenses will offset the income. Check with your professional tax advisor as I am not qualified to give legal or accounting advice.

To be safe, most platforms charge about 5% as their fee for providing the service. In this case 5% of \$24,000.00 is \$1,200.00. That's no small amount of money and you don't want to come up short, so you add that to

your goal. Now the goal is \$25,200.00, but we're not done yet.

### **Transaction Fees**

You will most likely have transaction fees which even though they are usually roughly around 30 cents per transaction, your number of transactions can vary wildly.

If it took you 1000 transactions to reach your goal, you would have another \$300.00 in fees. If your friends and contributors are high rollers hahaha and it only took 75 transactions to reach your goal, you would only have \$22.50 in transaction fees.

I suggest just budgeting somewhere in between the high and low numbers of contributors you think you can get and you shouldn't get hurt too badly if you are off a little. This part is pretty much a guessing game of how many contributors you can get.

### **All or Nothing / Keep it All**

Some platforms don't give you your money until the end of the campaign and only give you the money if you meet your goal **(all or nothing)**.

There are pros and cons to this method. The pros are that it forces you to really think out a realistic budget for your project. Also, these kinds of sites usually have finite lengths of time for running a campaign and people are influenced by deadlines to get their contribution in.

The other benefit is that it ensures that the project has all the money it

needs. I.e. it guards against projects that run out of money and can't finish what was planned.

The downside of this type of campaign is that you may do all the work to put the campaign together and run it (and that's a ton of exhausting work) and the project dies if you don't reach your goal.

Other sites let the campaigns run indefinitely, send you the money as you go along (**keep it all**), and you still get whatever money was raised whether you meet your goal or not.

This is the method I chose for my current campaign to give scholarships and hire persons with disabilities because it brought in money fast. This allowed me to get a couple people going immediately. It also is giving me time to identify and enroll other good candidates for the scholarships and the jobs. Check it out here: <https://gofund.me/6c94b8ba>

Some sites give you an option to pick between "all or nothing" and "keep it all formats".

## Features

All the sites don't have the same feature sets although there is significant overlap between them in structuring and running your campaign.

### **Giving Levels:**

Some sites have set giving levels which are usually tied to perks for that

level. For Instance, the levels may be \$10, \$25, \$50, \$100, \$500, \$1000 etc. People just need to click what level they want. If they were comfortable with a \$200.00 contribution, they could just do (2) \$100.00 contributions.

Each contribution level would be tied to a perk. Maybe \$10 got you a shoutout on Facebook, or \$25 gets you a t-shirt, \$50 gets you 5 t-shirts and a shoutout, etc.

I highly encourage you to look at many campaigns and see the kinds of perks and money levels others are giving. That will generate tons of ideas for what you could provide in your campaign.

## **Social Media**

Pretty much all the platforms have social media buttons that make it easy to share your promotion. This can add significantly to the number of people seeing and contributing to your campaign.

Some platforms have advanced social media integrations that can track hashtags and display mentions about your campaign right on your campaign page.

No matter what platform you choose, make sure you emphasize to your contributors to **share, share, and share some more.**

## **Customization**

All the platforms let you put up videos, images, charts and nicely formatted

text about your campaign. It's, of course, up to you to create these assets. If you can't do it yourself, there are plenty of people on sites like <https://www.Upwork.com> and <https://www.Fiverr.com> to help. And certainly if you're in my mentor program we teach you all of this <https://www.GreatInternetMarketingTraining.com>

Some of the sites let you customize the color, and look and feel to suit whatever motif you want. Maybe you have a brand identity, or you're trying to create one. I'm not sure how valuable this is, but anyway, it's available on some of the platforms.

## Major Platforms

**NOTE: Always visit the sites to see the current fees and terms of service**



**GofundMe** <https://www.GoFundMe.com> This platform is more geared toward personal projects. The major categories they list on their site include:

- **Medical**

- **Memorial**
- **Emergency**
- **Nonprofit**
- **Education** (this is my category for <https://gofund.me/6c94b8ba> )
- **Animals**
- **Environment**
- **Business**
- **Community**
- **Competition**
- **Creative**
- **Event**
- **Faith**
- **Family**
- **Sports**
- **Travel**
- **Volunteer**
- **Wishes**

They have an app that makes it easy to run your campaign from your phone. Plus, they have extensive training and tips on running a successful campaign.

GoFundMe does not have levels of contribution or a requirement for perks. People can contribute any amount they want. Frequently on GofundMe the projects have a high emotional appeal like helping widows and orphaned children so perks aren't always necessary.

I'm including perks as part of my campaign anyway to further encourage people to contribute. My perks mostly revolve around products and services I'll provide for certain levels of contributions and everyone gets a copy of this e-book when it's finished.

At the time of this writing there is no cost for a campaign organizer to start a GoFundMe fundraiser in the US, Canada, Australia, UK, and most major European countries. Other places still must pay 5%. There is a fee of 2.9% plus 30 cents per transaction for all contributions.



**KickStarter** <https://www.KickStarter.com> Kickstarter is mostly geared toward specific creative projects.

It does not allow social causes and uses "all or nothing" funding. They have a 5% platform fee and 3-5% processing fee through Stripe.

There are people with money to give away that actually visit this site often. They are simply looking for justified causes to contribute to. They don't allow scholarship collections either. Make sure you read through all the terms before you set anything up with this site. Everything will be carefully reviewed before it is approved.



**Indiegogo** <https://www.Indiegogo.com> This site is considered very flexible. You can choose either “all or nothing”, or “keep it all” campaigns. Indiegogo is geared more toward artistic endeavors. This site seems to be more internationally friendly.

Under the flexible funding model, Indiegogo charges a 9% fee on the funds raised. If you reach your goal, you get 5.0% back, for an overall fee of 4%. Fees for the all-or-nothing model are a flat 4% of contributions. PayPal or credit card processing is available with fees ranging between 3% and 5% of the amount.

Indiegogo offers a 25% discount on their platform fees for any campaign raising funds for a nonprofit institution with a 501(c)(3) registration in the United States. Contributions for these campaigns are normally tax-deductible.

### **List of other crowdfunding sites**

<https://blog.hubspot.com/sales/crowdfunding-sites>

<https://www.crowd101.com/list-crowdfunding-and-fundraising-websites/>

<https://www.thebalancesmb.com/best-crowdfunding-sites-4580494>

### **Great Article about Crowdfunding Statistics**

<https://www.fundera.com/resources/crowdfunding-statistics>

# Chapter 9

## Sample Crowdfunding Messages and Updates

Good, consistent, and persistent communication before, during and after a campaign greatly increases your chances of success. In this chapter I'm going to give you sample emails and messages I've been using on my current campaign, and templates you can modify for your campaign.

**Note:** With minor changes many of these samples can be used on your social media.

### **Pre-Launch**

Prior to your campaign going live you want to let people know what you're planning and build a buzz. You also want to recruit your "launch team" even though you may not call it that.

In my pre-launch I wanted to identify the people I could count on who would contribute as soon as the campaign went live. I didn't call them a "launch team" because I didn't want them to think they were joining something where they had lots of obligations to do stuff for the campaign. I just wanted their agreement to contribute as soon as the campaign went live.

**WARNING: I don't want you to be disappointed when some of the people who immediately said they would help, don't help.**

Here's how it went for me. I actually got confirmation emails from a little over 150 people who responded to my first email telling me, "I'm in Tom.", or something like that. When the campaign went live, only about 100 of those people helped and it took a reminder email to get them to actually do it.

As I write this three weeks after the campaign went live, 13 of those people still have not contributed after multiple reminders and about 30 or so took three weeks to contribute with **many, many** friendly reminders.

So, be ready to **follow up, follow up, and follow up some more** with emails and updates.

Just so you know, "updates" are pretty much emails sent through the crowdfunding platform to those that have contributed telling them there are updates. You can put "Update" sections in your campaign description just by editing it. Contributors can see new information, videos, graphics and text of how the campaign is progressing.

**Here are my pre-launch emails.**

**P#** = The paragraph number to be used in the template explanations

**Subject Line:** Personal to (Insert Name) from Tom

Dear (Insert Name),

**P1** I rarely ask for anything, but this is really important and I'm asking for your help. (Don't worry, I'm not asking for much.)

**P2** My school is doing a pilot program to train 3-5 persons with physical disabilities so not only can they learn from a distance, they can also get legitimately hired to work from home. This will save them the enormous burden of traveling to and from work.

**P3** Consider some of these stats.

**People with disabilities are:**

- 3.7 times as likely as the general population to be diagnosed with depression
- Suffering from unemployment at the highest levels in 7 years
- 4 times more likely to attempt suicide.

**P4** In addition, correlation analyses indicated that people with disabilities had significantly lower self-cognition and self-esteem, and greater social isolation than people without disabilities, as well as significantly less education, more overprotection during childhood, poorer quality of intimate relationships, and lower rates of salaried employment.

**P5** I need your help to change this. This successful program will lead to much larger grants to help many more people with these challenges. Plus, I will be hiring one or more people with disabilities to be liaisons in the program.

**P6 What I'm asking you to do.**

Crowdfunding campaigns need momentum as soon as they are announced. The more people right at the beginning, the better. I will be announcing the GoFundMe campaign in about a week. I'd like you to support it as soon as you can with as low as a \$5.00 pledge (of course we'd love to see any amount you are comfortable with.)

**P7** That's all I'm asking. Please respond to this email if you're willing to help and I'll keep you informed.

Thanks.  
Sincerely,  
Tom

## Template for the above email:

**Subject Line:** Make sure it looks/is personal

Dear (Insert Name),

**Paragraph 1** Let them know right away you are asking for help and let them know it's important. Also let them know you aren't asking for much so you don't scare them off.

**Paragraph 2** Write a concise and easy to understand statement of what you are doing

**Paragraph 3** Provide some statistics if it's appropriate and / or provide a quote from some well-known person about the subject area. **NOTE:** The quote doesn't have to endorse your project. It should just be related to what you're doing. If you do have a direct celebrity endorsement, so much the better.

**Example:** Let's say you invented something and want to bring it to market. You could use an Elon Musk quote. Here's how it would play out in your email:

"Elon Musk said, 'Great companies are built on great products.' I've got a great product in the making and you can be part of its birth."

**Paragraph 4** Put in any other significant information about the project and keep it concise.

**Paragraph 5** Ask for help and tell how your project will make the world a better place, or save time, or help people to make money, or whatever the big benefit of your project is.

**Before Paragraph 6** Use a subheading for those that just want to skip to the bottom line of what you want.

**Paragraph 6** Make it clear exactly what you want them to do and why. Also, let them know even small amounts help, but open the door to larger amounts.

**Paragraph 7** Again make it clear exactly how you want them to respond

**Other:** If you are doing a campaign with perks, tell them that every contribution gets a gift and you'll be announcing the gifts shortly. This builds anticipation and curiosity of what the gifts are, which makes them more likely to open the next email.

This email was sent out several times over several days to make sure the most people possible got to see it in their email.

## **Responses**

In this case I wanted the responses to come to gmail so I could easily add the people who wanted to help out to a Gmail group. Using the Gmail group function let me reach out to those people all in one shot for updates and reminders.

I'm not known for being that organized, but I made a special effort in this case. When you're dealing with lots of people, it's hard to remember who said what, and who agreed to contribute, and who already contributed. So, it's a good idea to keep a spreadsheet of all the contributors, or potential contributors in alphabetical order to help you keep up with this.

Virtually all the platforms let you update the people who have actually contributed, but having them on a separate list can be handy especially if you have a future project in mind where you might want their help again.

# After the Campaign Went Live emails to Launch Group

I used the same email above over the first week of the campaign, but I changed **Paragraph 6** several times.

## Example Changes to **Paragraph 6**:

- I just released the campaign today and I'm thrilled you agreed to contribute. Here's the link: <https://gofund.me/6c94b8ba>
- I just released the campaign yesterday and I'm so excited you agreed to participate. Here's the link: <https://gofund.me/6c94b8ba>
- The campaign released a couple days ago and I'm watching for your contribution so I can thank you personally. Here's the link: <https://gofund.me/6c94b8ba>
- We're one week into the campaign. I know everyone is busy, can you get your contribution in to help keep up the momentum? Here's the link: <https://gofund.me/6c94b8ba>

## A variation of this letter with a different opening went out to all my Podcast Guests

**Subject Line:** Personal to (their name) From Tom, ScrewTheCommute Podcast

Dear (their name)

Thanks so much for being on the show.

I rarely ask for anything, but this is really important and I'm asking for your help. (Don't worry, I'm not asking for much.)

[then repeat the above letter]

**Different Angle to recruit candidates for the program, but also, alert the public that something was coming they could participate in.**

**Subject Line:** (Help) Training Program for Persons with Disabilities

My school is starting a pilot training program for persons with physical disabilities. Three candidates will be selected for the pilot program. Successful candidates will not incur any costs for the training. They will receive a certificate upon completion and job assistance if they want it.

The school is perfect for people with mobility challenges. Not only can they learn from home, they can legitimately be employed from home, or start their own business, or both.

Please forward this to any person you know with a physical challenge that you think may be interested. Also, if you have any connection to organizations that deal with physical challenges, that would be a great referral too.

Complete details are at:

<https://www.IMTCVA.org/disability>



The Internet Marketing Training Center of Virginia Certified to Operate by SCHEV the State Council on Higher Education in Virginia

Thanks

Tom Antion, Founder  
301-346-7403 Text and Voicemail

P.S. Deadline to apply is Noon Eastern, (insert date)

## **Second email to my list recruiting candidates and raising awareness**

**Subject Line:** We need 2 more disability candidates for scholarships

Many of you know my school is participating in a pilot program to help persons with physical disabilities get educated, get in the workforce, and/or start their own online business.

We have three persons enrolled so far and have room for two more.

There is no cost to either apply, or win one of the remaining two scholarships.

We will also be hiring and educating two or more persons with disabilities to help run the program.

If you know anyone that would be interested, please forward this to them and have them apply with a short essay. Complete details are at:

<https://www.IMTCVA.org/disability>

Also, please visit our Facebook page and send some words of encouragement to the three participants so far, Ed Borowiec, Robbie Messerschmitt, and Charlie Collins. They are all inspiring people. Your words will mean the world to them.

**Link to Ed:**

<https://www.facebook.com/InternetMarketingTrainingCenter/posts/4239185542809062>

**Scroll down over at Facebook for Robbie and Charlie.**

Have I told you lately how awesome you are for doing this?

Thanks  
Tom Antion

## **Sometimes I couldn't find an email for a person so I created a Facebook Messenger message**

I'm doing a campaign to help persons with physical disabilities.  
Don't worry. I'm not asking for much help.  
Is it ok to send you details via email? If so, what email?  
Thanks  
Tom

**Remember:** You really want to get emails whenever possible.

## **Sample Update Messages**

**Note:** Not all of these messages have been delivered yet on my current campaign. In a second edition of the e-book which you will get at no charge, I will include any new messages I put out that aren't included here.

**Note:** Keep you messages upbeat, but don't be afraid to tell people of any trouble you are having. Someone might pop up with a solution and / or kick in some extra money to help you out.

### **Update Message Sample # 1**

Hi everyone, and thanks so much for contributing. I wanted to give you a little update of what's happening with the campaign to help persons with disabilities get educated.

Visit the site (insert link) to see a video from X on what he's learning in the school. Also, here's the link to download your Crowdfunding e-book that I promised you.

Watch for some great new perks coming soon.

Again, many thanks. You're really helping to change the lives of these people for the better.

Sincerely,  
Tom

### **Commentary**

Keep your update messages short and as upbeat as you can. Your updates regarding an invention you're working on will be vastly different than an emotional appeal for a mother of five with cancer.

You can do video updates if it makes sense for your project and they do get lots of attention.

### **Update Message Sample # 2**

Hey everybody we're heading towards \$17,000.00 which is 22% of our goal. Thanks so much for all your support.

Now would be a great time if you could share the campaign on all your social media and email lists so we can keep up the momentum. (insert link)

I can't tell you how much I appreciate your help. You are angels on earth for helping change the lives of these people.

Sincerely,

Tom

### **Commentary**

People like to see the numbers. Let them know how they can help and earlier in this e-book I said your goal was to go viral so keep encouraging contributors to share.

ALWAYS, ALWAYS, ALWAYS thank contributors profusely and let them know how appreciated they are.

### **Update Message Sample # 3**

Check out the video update provided by one of our scholarship recipients that has vision of 20/500 (normal, of course, is 20/20).

What an inspiration he is to me and he in turn is so appreciative of you.

(insert video)

## **Commentary**

This update is a very brief intro to a video related to the campaign. Again, it shows appreciation to the contributors.

Also, I'm hoping by the time the book is finished, that I can show you the video from this scholarship recipient. Can you imagine what it takes to shoot and edit a video when you can barely see? I can't, but this guy chugs right along and won't let anything stop him.

## **Update Message Sample # 4**

Hey gang, there's only 5 days left until our campaign is over. We only need another \$1500.00 to reach our goal.

To sweeten the pot, I'm adding (add another great surprise perk) to encourage you to up your contribution to get (add the big benefit of the new perk). Here's the link: (insert link)

Email me when you've upgraded and I'll send you (the new perk).

You know I love you. I can't wait to see you (using, wearing or whatever the new perk)

Sincerely,

Tom

## **Commentary**

Much of your money comes in the first few days and last few days of your campaign. It's up to you to remind people of the deadline. If you don't, you probably won't get a bump at the end because people will have forgotten about it.

Yes, I know all contributors should be dedicating their life to your project hahaha but, sadly they don't.

You should send a similar message counting down the days to the deadline, adding new perks if you have them, and generally pushing people to up their

contribution and / or share your campaign right up to the deadline.

**Urgency moves people. Never forget that!**

## **After Campaign Thanks and Updates**

### **After “Successful” Campaign Thanks Sample**

I want to personally thank everyone who contributed and shared this life changing project. I reached my goal of \$XXX and I couldn't have possibly done it without your generosity.

Here's an extra perk (describe perk) I held back as a special thank you.

Watch for updates as I put the money to good use.

Sincerely,

Tom

### **Commentary**

In this case you reached your goal so you are giving everyone that contributed a sense of accomplishment.

You are also pledging to keep them in the loop as you use the money to do what you said you're going to do. This is very important, especially if you want to hit up the same people for a future project. No one will want to contribute if you didn't complete the current project.

**Exception:** Here's a good example from the past year. The cost of shipping goods went out of sight for a while during the pandemic. Had you based your campaign on reasonable shipping costs for supplies and then you got hit with fees and surcharges tripling your cost, the project would be in deep trouble.

If some legitimate problem like that arose, I would certainly go back to the contributors, explain it to them and make an appeal for more funds. You were on your way to failing with no fault of your own. Your contributors can save you from this if you approach them honestly.

## **After “UnSuccessful” Campaign Thanks Sample 1**

I want to personally thank everyone who contributed and shared this life changing project. Unfortunately, I did not reach my goal of \$XXX. Your pledge will not be charged, but I sincerely want to thank you for trying to help.

I’m going to revamp the project, save up some funds of my own and I’ll let you know when I’m ready to roll again.

Again, thanks so much for believing in me.

Sincerely

## **Commentary**

This would be for an unsuccessful “all or nothing” project. Not all projects will work, especially on the first try, if you set your goal too high, or if you rush and don’t prepare.

You still want to thank people, and let them know they won’t be charged. At the same time, you want to keep them in the loop for future contributions. You should let them know you’re not giving up and will be back with a revamped version of the campaign.

## **After “UnSuccessful” Campaign Thanks Sample 2**

I want to personally thank everyone who contributed and shared this life changing project. Unfortunately, I did not reach my goal of \$XXX but all is not lost.

I’m going to put the money in a special account and redo my campaign. I’ll be working on deals with suppliers to reduce costs and I’ll be taking on extra work to go toward the campaign.

Thanks so much for your pledge. I won’t let you down. I should have an update for you in about 60 days.

Sincerely,

## **Commentary**

This would be for an unsuccessful “keep it all” campaign where you get whatever is collected even if you don’t reach your goal.

Contributors would want to know their money wasn’t wasted.

## **Normal After Campaign Update**

Hey everyone, it’s been about a month since my campaign was over and I thought I would give you a quick update.

Since the end of the campaign I’ve been (just tell them how things are going)

## **Commentary**

Keep up with your contributors on a regular basis so they stay involved. It will be easier to explain if you run into snags since they’ve been along for the entire ride. Also, if you come up with another project, the more involved they are with the current project, the more likely they will contribute to a future project.

I’ll have more sample correspondence in the next chapter on promotions.

# Chapter 10 - Promotions

You might have the greatest campaign in the world, but it can always be made better by promoting it.

Below you will have a bunch of ideas and samples that I've been using along with commentary.

## Sale-A-Day

I started this on a Monday and ran it every day through Friday. I interspersed expensive stuff with cheaper stuff to make sure I had something for everyone.

**I also kept the instructions in each email** because no one can be sure that any one person will see the first email with the instructions in it. That needs to be in each email. Those that know what's going on can just skip to the day's deal. **Note: there is no need for me to repeat the instructions for each day as I teach you this, so after Monday's sale, I just include the sale for each day without the instructions.**

**Subject Line:** Super Sale-A-Day to Help the Disabled

Every day this week, I'm going to hold a super sale with all the proceeds going to the GoFundMe campaign to Send 5 persons with disabilities to school.

Each Sale will end at Midnight eastern that day.

Some sales that require me to work with you personally will be limited in number available.

To grab one of the super sales, contribute the sale price (or more if you're feeling especially benevolent) to the GofundMe campaign at <https://gofund.me/6c94b8ba>

Then email me that you have done so and I will send you details on how to collect your purchase.

**Note:** if you have already contributed, you can use that as credit towards the sale and you might want to up your contribution to grab some of these great sales.

Let's get these people educated and in the workforce!

=====

**SALE MONDAY**

=====

5-part Internet Marketing Masterclass Webinars with 3 Bonus Webinars  
Regular \$497 You pay only \$248.50

**Part I** Benefits of Online Marketing and Different Revenue Streams

**Part II** Keyword Research, Tools and Voice Search

**Part III** Website Tips, Selling, Upselling, Shopping Cart Systems

**Part IV** Database Marketing and Selling

**Part V** Producing Products

=====

**Includes 3 Bonuses**

=====

**Bonus 1** Crowdfunding and Sponsorships - Finance your dreams and never have to pay it back.

**Bonus 2** “How to Create a \$50,000.00 Video About You and Your Company for Only Pennies on the Dollar”

**Bonus 3** Viral Marketing (Note: you don't have to have millions of views to go viral and make it pay)

Only \$248.50 Here's the link again and thanks so much for your contribution:  
<https://gofund.me/6c94b8ba>

=====

**SALE Tuesday,**

=====

**Pick Any 5 e-books from the list below for only a \$50 contribution.**

**Note:** Your total savings are from \$85.00 - \$175.00

“How to Automate Your Business”

“One Sentence Business Plan”

“Email Ads that Made Big Bucks”

“How to Get More People to Show Up for Your Webinars”

“Kick Start Guide to Advertising Your Business Online”

“Kick Start Viral”

“Ultimate Guide to List Building”

“JV: How to Be in Front of a Million Warm Prospects in the Next 90 Days”

“How to Create and Online Income Generator in One Hour or Less”

“Wake 'em Up Business Presentations”

“Ultimate Guide to Professional Speaking”

“Repurposing: How to Sell Your Knowledge in 19 Different Ways”  
(Transcript)

“How to Be a KickButt Publicity Hound”

Here's the link again and thanks so much for your contribution:

<https://gofund.me/6c94b8ba>

=====

**SALE Wednesday,**

=====

**VIP Video Day (Only 3 available)**

- Two Day Video Immersion in Virginia Beach
- We shoot and edit all your marketing videos for you
- Phone/Zoom Consultation before you arrive to get you ready to maximize your trip
- Advanced YouTube and Social Media Training on using your videos
- Field day all around Virginia Beach where you learn to create fantastic marketing videos wherever you are.
- Simple video editing training
- Equipment evaluation and suggestions

Watch these videos to see what you get:

<https://youtu.be/Rip5z0IIQWA> Barbara Cookson

<https://youtu.be/ZFFYWVEvuEc> Tour of our Video Studio

<https://youtu.be/4ujRPmUQzwE> Greg Williams His entire experience play-by-play.

Regular Price \$2500.00

Your contribution to the disabled only \$1250

Text me with questions and I'll call you back 301-346-7403

Here's the link again and thanks so much for your contribution:

<https://gofund.me/6c94b8ba>

=====

**SALE Thursday,**

=====

**"How to Start and Run a Highly Lucrative 7-Figure Mentor Program"**

(I've been running my program for 22 years. My techniques are proven and tested.)

**This is a 4 Webinar course.**

**Part I** – “What to Prepare Before You Start” – (2 Hours 4 Minutes)

**Part II** – “Paperwork and Money” – (1 Hour 39 Minutes)

**Part III** – “Running the Program” – (2 Hours 8 Minutes)

**Part IV** – “Marketing Your Program” – (1 Hour 49 Minutes)

Over 7 Hours and 40 Minutes of High-Level Training

**PLUS:** You'll get It all my forms, agreements and operating procedures too. These cost me thousands of dollars and several years of operation to perfect.

I VIRTUALLY NEVER REDUCE THE PRICE OF THIS PROPRIETARY MATERIAL But I will do it until midnight tonight to help these disabled people.

**Regular Price:** \$797.00

**Your contribution only:** \$398.50

**Think about it. Getting just one mentee could easily make you 10 times your investment in this course.**

**BONUS:** After you watch the webinars, you get a 30-minute consultation to help you personalize your program. (value \$500)

This program can change the course of your business and your life.

Here's the link again and thanks so much for your contribution:

<https://gofund.me/6c94b8ba>

=====

**SALE Friday,**

=====

Complete website review both inside and under the hood. **(only 3 available)**

You'll get a written report and a consultation to tell you what to do about any troubles with the site.

If there aren't any troubles, (this is extremely rare), you can use the consultation time for anything I'm qualified to talk about.

- Entrepreneurship,
- Internet and Digital Marketing for Small Business
- Professional Speaking

**Warning**, there are things about your website that I'm pretty sure you don't know about (and neither does your web designer) that could be killing your traffic which is bad, but even worse....

It's so easy to have your site susceptible to hacking with settings and updates you probably don't even know about.

Myself and my tech guys will educate you on all of this.

**Normally \$997.00**

**Your contribution to the disabled is only \$498.50**

This is darn cheap insurance because I can't tell you how many people have called me with this frantic phrase . . .

"Tom, I've been hacked!"

Then it cost them a fortune to get "unhacked" and a ton of downtime on their site. And don't forget the long-term reputation hit you'll take if someone lands

on your site and sees .... well, let's just say inappropriate things where your site should be.

Here's the link again and thanks so much for your contribution:

<https://gofund.me/6c94b8ba>

## Pre-Publication Sale

Many of you are getting this e-book because of this promotion. I sent this out about a week after the "Sale-A-Day" promotion.

In this case, contributors to the campaign get this e-book. But I threw in another bunch of deals at the bottom of the email. I encouraged people that had already contributed to add to their contribution to get one or more of these deals. Here's the email I sent out:

**Subject Line:** Pre-Publication Sale to benefit the disabled

Dear (Insert Name)

I'm about a week away from completing my brand-new crowdfunding E-book.

"Crowdfunding: How to Finance Your Dreams and Never Have to Pay it Back"

This book can change the entire course of your business and your life by providing free and clear funds to finance pretty much anything you want to do.

I'm demonstrating one of the techniques here:

Contribute at least \$20 to my campaign for scholarships for persons with disabilities and you'll get the book one week from today. (save \$17.00 off retail)

If you've already contributed, don't worry. You'll be getting the book, but you may want to consider upgrading to the following special deals which are open to anyone even if you haven't contributed already:

## Other Deals:

- \$100 30-minute consult + the e-book
- \$300 all the above plus feature interview on "Screw the Commute" podcast (heard by thousands) (save \$200) (only 5 available)
- \$497 Full website critique and consult (I've never critiqued a website in the last 20 years that didn't have major problems that are hurting the owners) (save \$500 on this) (only 3 available)
- \$997 One-on-one full day consult (can be broken up into smaller chunks) (save \$4k on this) (Only three available)
- \$1248.50 One-on-One 2-day VIP One-on-one video weekend <https://screwthecommute.com/videoweekend/> (save \$1248.50 on this) (Only two available)

You never see discounts like this out of me and all the contributions are going into scholarships for persons with disabilities. I'm not taking a nickel for myself.

Here's the link to the campaign. <https://gofund.me/6c94b8ba>

email me to collect your deal  
orders@antion.com cc to tomantion@gmail.com

You are really helping to change the lives of these people!

Sincerely,  
Tom Antion  
301 346 7403 text and voicemail

## Commentary:

For years I've been teaching people upselling techniques that add a ton of money to your bottom line. Many people added to their contributions or made their first contribution larger than \$20.00 because of the deals I put at the bottom of the email.

Also, there were legitimate urgency techniques on some of the deals because they take up my personal time. Limiting the number of deals available makes people make a decision faster so they don't lose out.

Of course, this wouldn't seem legitimate for e-books or other digital products.

Copywriting is the key to success in crowdfunding and all your sales endeavors. It's the number one skill in my entire career that helped make me a multimillionaire 21 and a half years ago.

I'll tell you what. I'll put my money where my mouth is. Buy my copywriting course <https://www.CopyWriting901.com> by contributing to my GoFundMe Campaign and I'll throw in two extra consultations to make sure it's profitable for you. Just email me when you've made your contribution (It's only \$297.00 and it's been worth many millions to many students.

[orders@antion.com](mailto:orders@antion.com) cc to [tomantion@gmail.com](mailto:tomantion@gmail.com)

## Contests

I'm currently planning a contest to raise awareness of my GoFundMe campaign.

**GIANT WARNING:** You cannot have a contest based at all on people contributing to your campaign. If you do, you could be arrested for operating an illegal lottery.

My contest will have great prizes, but it will cost nothing to join. Your chances of winning will have nothing to do whether you contribute to my crowdfunding campaign or not.

I teach contests and other viral techniques in my e-book "Kick Start Viral" <https://screwthecommuter.com/viral/> but I'll give you the idea here.

If you hold a contest and someone joins the contest, they would have one chance to win. If that person told someone else about the contest, the other person would have one chance to win, but the first person has just reduced their own chances of winning because they told someone else about the contest.

So, why would anyone want to tell anyone about the contest and hurt their own chances of winning? They wouldn't. You would, as they say, "Pull teeth" to get each person to join and no one would refer your contest and ruin their own chances of winning.

### **Let's Flip the Viral Script**

Let's say a person joined your contest and got one chance to win. Now let's say that if they refer your contest and someone else joins, the person will get 20 extra chances to win.

### **Here's how it plays out:**

Join the contest and get 1 chance to win

You refer the contest to someone else that joins and you get 20 more chances to win. (Total chances to win 21)

You refer another person to the contest that joins and you get 20 more chances to win. (Total chances to win 41)

You refer another person to the contest that joins and you get 20 more chances to win. (Total chances to win 61) etc.

### **Do you see how this gives each person a massive incentive to spread the word?**

Let's take it a step further:

In addition to the above, while people that joined are in the mood for sharing, you make it easy for them to share it on Facebook, Twitter, etc.

All through the contest you are mentioning why you are doing this, i.e. to raise awareness of your crowdfunding campaign. **You are also making it clear everywhere that there is no cost to join.**

### **For the Losers:**

There are many people in the world that feel like, "I never win anything." Guess what we do for them. We do an "I never win anything" special where

you offer the prize to them for half price and either keep the money or pledge it to your crowdfunding campaign.

Anyway, I have more on this and other viral methods in my “Kick Start Viral” e-book <https://www.ScrewTheCommute.com/viral>

**Warning: Always check with an attorney and/or research contest law so you don't do anything that would ruin your campaign.**

**Here's an article “Ten Things to Know About Contests” ... So, You Don't Go to Jail**

<https://sterlingmiller2014.wordpress.com/2018/06/18/ten-things-so-you-want-to-hold-a-contest-and-not-go-to-jail/>

## Publicity Stunts

We had Rayne Hagstrom-Parvis and her partner doing a funny “Happy Dance” video for people contributing over a certain amount. I can't remember how much they had to contribute for this.

Another guy I heard of went to Denny's 24-HR Restaurant late at night and did a Facebook live, saying he wasn't leaving Denny's until he had 25 more contributors.

People started sharing it in the middle of the night and I think he got about 50 new contributors.

There are tons of stunts you could do to highlight your campaign. Many would be very specific to your product so I can't cover them all here. Just google “Publicity Stunts” or “PR Stunts” and you'll see tons of them from the simple to the totally outrageous and wacky.

# Chapter 11

## Common Pitfalls to Avoid

Up to this point, we have been talking about all of the right things to do regarding crowdfunding. However, it is important to point out some of the common pitfalls that people get caught up in. Being aware of them means you can take action to prevent them instead of succumbing to them.

### **Not Reading Details**

You have to take the time to read the details for a site platform. It is as simple and as difficult as that. The reading can be dry and boring, but you need to take note of what you are agreeing to. Once you click that you agree, you are legally bound by their terms.

### **Not Offering Rewards**

When possible, offer rewards. They will generate more contributors for you than if you don't give them anything in return. However, you also have to make sure you don't spend so much money on the rewards that you aren't generating the amount of money you need for the campaign to be successful.

## **Not Enough Time**

Most crowdfunding campaigns have to have a timeframe, and if you don't allow enough of it, then you can fall short of your goal. This can be hard to gauge though because too long of a timeframe can cause people to lose interest. They won't have that desire to hurry and donate money and you need that so that your campaign generates momentum.

My campaign for the disabled is an ongoing project, but I still create urgency throughout and provide updates to keep people interested.

## **Too Much Money**

Don't ask for more money than you really need! With crowdfunding, the less you need, the more realistic it is that people will be able to contribute enough. If you need \$10,000, don't ask for \$15,000! If you need \$800, don't ask for \$1,000. On the flip side of that, don't ask for too little.

If you don't ask for enough money to "complete" funding for the idea or project, you may fail in the middle because you run out of money. Keep in mind that rewards can cost money and that there are fees associated with the site platform you use. Crunch numbers to make sure you calculate all the money you need.

## **Limited Marketing**

Spreading out your marketing through all branches of social media, emails,

and reaching out to your contacts is very important. You can't get your campaign to go viral if you don't have marketing ideas in place.

On the other hand, trying to keep up with all the social media platforms and other marketing methods without help could spread your resources way too thin to be effective with any of them.

## **Wrong Platform**

In the next chapter, we will go over the right platform selection. It is really a large piece of the puzzle for you to fit together. Don't rush when it comes to selecting the platform to work with for a given campaign. Look around, ask questions, read reviews, and really pay attention to what is being offered as well as to what isn't.

Spending a few hours on research can really make the difference between your campaign generating the funds you need and it falling flat. Ask yourself, "What would make you give money for a given idea or project?"

You have to think from the contributor's point of view. Did you give them enough information in the right format to make it worth it in their eyes?

## **Paying Upfront**

All of the crowdfunding sites have fees. However, there should never be anything charged upfront for the set-up of the account, or the set-up of a campaign. There are some scams out there that prey on people trying to

start a campaign. They will claim they can set it all up for you after you pay a fee.

The problem though is that you pay the fee and they disappear. They don't get anything done for you and there is no way to get that money back. What you pay should always be based on percentages that are outlined in the terms and conditions of the reputable platform site provider.

This doesn't mean there aren't legitimate crowdfunding assistance sites out there. Just be careful and don't get caught up in their hype. You can do most of this yourself.

Always take the time to find out the reviews about a particular crowdfunding site before you work with them. If there are lots of complaints, then you should steer clear of them. There are plenty of good ones out there with a positive reputation, so you shouldn't settle for anything less.

### **Not Enough Thanks**

Chances are when you were a kid, you were taught to say "please" and "thank you". That holds true as much as it ever did especially when people are giving you their hard-earned money.

Take every possible opportunity to thank those that contributed. Not only is this the right thing to do, it sends the message to other potential contributors that you are a good and appreciative person. You're not acting entitled, or acting like a jerk.

## **Too Many Perks**

A confused mind votes, “NO”. This means if you have too many options to pick from, many people won’t be able to decide. They’ll put off contributing until they have a chance to “think about it”.

Any decent sales person knows when the prospect says, “I need to think about it”, that’s a very bad sign. They know you will never do what they want you to do. That’s why they will virtually tackle you if you try to leave the car lot after telling them you need to “think about it.”

Four or five levels of perks is certainly reasonable, but not ten to fifteen. Remember, you can always add perks later to keep the momentum going, so don’t overload with perks at the start.

## **Not securing any large up-front pledges**

I just mentioned the word “momentum”. Almost all successful crowdfunding campaigns attempt to create momentum, i.e. they want to get the ball rolling quickly right at the start of the campaign.

I relate this to when I owned the second largest nightclub in my State back in the mid 80’s. We always wanted to get people in the club early. We used incentives and we could count on the cheap drunks hahaha to get there as

soon as the doors opened for drink specials.

We did NOT want great customers who arrived a little later to see an empty club and say to themselves, “Ah, it’s dead tonight. I’ll go somewhere else.”

It’s the same with a crowdfunding campaign. If someone sees your campaign and no one has contributed, they get the feeling it’s an “empty nightclub” and they take their contribution elsewhere, or they just keep their money in their pocket.

You want to line up your biggest contributors and do whatever you can to emphasize how much you appreciate them and how important it is to contribute the moment the campaign goes live. This will kick off that all important momentum.

### **Launching too early**

This is a common mistake when someone gets in a money crunch. If at all possible, you want to avoid this situation.

If you don’t, you’ll be scrambling throughout the campaign. You’ll be trying to think up promotions, crafting emails on the fly, and slopping together graphics that maybe don’t look so great. Plus, you’ll most likely have missed, or forgotten about potential big contributors.

The more you plan ahead, the better your campaign will be. Yes, I understand there may be situations when you must roll before you're ready.

Maybe a big event is coming up where you want to showcase your product. Maybe you need to beat a competitor to the marketplace. Maybe you're running out of money. In any of those cases, just do the best you can to plan, plan, plan before launching.

### **Not getting emails whenever possible**

To this day, most online marketers at my level still make the bulk of their money with email. Whenever possible you want to get your contributors on an email list so you can update them on your current campaign, but also to let them know about projects you start in the future.

You certainly can use the update system of your crowdfunding platform, but that's not the same as having those contributors on an email system totally under your control.

So, how do you get them on a list you own? One of the ways is what you're reading right now.

**Example:** Many of the people that are going to read this e-book are contributors to my campaign. I will make an announcement through GoFundMe to tell them where to go to get their copy of the book. They will

have to opt in to get the download.

If anyone complains about it (which I doubt anyone will) I'll just send them a copy as an attachment and I won't put them on a list.

Do whatever you can to get people on a list and it can pay off for years to come.

### **Not fleshing out your idea**

Try to get as much feedback from people in your target audience as you can before you announce your project to the general public.

Many people get what I call a "CSI" . . . and that's not the TV show "Crime Scene Investigation". To me it stands for "Crappy, Stupid Idea" hahaha Everyone's ideas are crappy and stupid (including my own) unless they can prove they aren't with real numbers and real feedback.

This is why I harp so heavily on keyword research. The return on your investment of time in learning about this pays off bigger than just about anything you could do.

Keywords are used everywhere, including your crowdfunding campaigns, not to mention (I'm mentioning it anyway) all over your websites, blogs, videos, audios, articles, ads, social media and pretty much anyplace you

can think of in your business.

I highly suggest you listen to and put in to practice what you learn on my podcast. Lack of keyword research is the biggest mistake I've seen in teaching online marketing for over 23 years, so I made episode number one of the podcast all about it. <https://www.ScrewTheCommute.com/1> Then on episode 130 <https://www.ScrewTheCommute.com/130> I taught the differences you need to know with regard to “voice search”.

More than half the searches now are done on cell phones and tablets. People don't say the same words as they type, and they don't say them the same way as they type them either. You must know the differences to be able to be found way easier than you are being found now. ... That is if you're being found at all.

So, get your feedback from real people and do your keyword research and incorporate what you learn into your crowdfunding campaign.

## **No Marketing materials**

Marketing materials consist of emails, social media graphics, videos, audios, flyers, posters, postcards, infographics, other direct mail, ads, signs and whatever else you can think of to get your campaign in front of people.

You have to determine which of these would make sense for your

campaign and how you could create them in a cost-effective manner. I showed you some in the “Marketing Preparation” chapter and I’ll show you more as we go.

For instance, physical signs wouldn’t make much sense for me because I don’t have a brick and mortar store with foot traffic, and I’m not willing to go all over town asking other stores to show my sign.

Something I will do is print out a poster. GoFundMe makes it really easy to print out a poster telling about the campaign and it has a bunch of little tear off pieces at the bottom with the link.

I’m not the only one that can print out and distribute this poster. Gung ho people (whether they contribute or not) can print these out from the “Share” section of GoFundMe and hang them up on my behalf. You can be sure I will tell the contributors about this sometime during the campaign. It’s just another little push to keep momentum going.

## Help 5 Disabled People Go To School



Show your support by going to this link

**[gofundme.com/c/77756e3](https://gofundme.com/c/77756e3)**

[gofundme.com/c/77756e3](https://gofundme.com/c/77756e3)



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[gofundme.com/c/77756e3](https://gofundme.com/c/77756e3)



GoFundMe has a poster printing function that can be used by anyone even if they don't contribute.

So, avoid all the mistakes in this chapter and you will have a much more successful and lucrative campaign.

# Chapter 12

## Selecting the Right Crowdfunding Site for a Particular Project Type

Identifying the right crowdfunding site for your project is really important. This is just as important as identifying who your niche market is. There isn't a one size fits all approach. You need to be able to offer something unique and creative that matches the visitors that come to that site. Otherwise, it isn't going to be appealing enough for people to contribute their money.

### **Visual Appeal**

For many donors, the visual appeal of a campaign influences if they pay attention to it or not. If they don't see that appeal, they won't even invest the time to explore what you're doing which means they aren't going to contribute. The use of photos and videos can be very enticing for a given campaign.

Some platforms let you customize the look and feel of your campaign landing page. I'm not that good with aesthetics, so this didn't play a factor in my choice of platforms. If I was in charge of custom graphics, it would probably hurt my campaign, so I just leave this alone.

If you are especially good at graphics, and you feel your potential contributors care about aesthetics, this may play into your decision.

## **Quick Set Up**

The ability to set up the campaign in a short amount of time is important. Some of the sites are more complex and challenging. Some of them only offer basic features and others offer some very detailed options. Read reviews on the sites you are considering to get “real world” opinions of how hard it really is to set up a campaign.

Some of the sites do require some HTML skills to get it done. Others are designed for beginners to use successfully.

## **Payments and Fees**

Really crunch the numbers here to see if you think a particular site’s fees will be too expensive. Also, do they have various options for people to pay?

For instance, GoFundMe only takes PayPal for certain types of fundraisers and for certified charities. This was a negative for me. One of my best friends had to pay me with PayPal and I had to make their contribution to GoFundMe.

Overall, the good things about GoFundMe outweighed the PayPal situation, so I still went with it and I’m glad I did. It was right for my type of campaign.

While I'm writing this book, I thought I saw an announcement that GoFundMe was going to start taking PayPal. I'll put an update about that situation in future editions of this book.

Anyway, back to number crunching. There can be fees for the contributions, for credit card processing, and more. Make sure you carefully review those fees.

## **Disclosures**

There are plenty of terms, conditions, and disclosures for any of the crowdfunding platforms. Don't assume they are all the same as you could be in for a big surprise if you do. Make sure you fully understand everything before you agree to it. Don't click the box and hope for the best as it can cost you money!

## **Customer Service**

If you have any questions about the information you read, ask! There should be a way to contact customer service via email or by phone. They should be able to answer any specific questions you have. Should you not be able to get a reply, or they give you the run around, that is a red flag not to work with that platform provider.

All that being said, that was another downside to GoFundMe. They don't offer phone support. I suppose if you brought in several million bucks, they may let you call them, but currently all support is through their help section

via email. Again, with their great reputation, that was not enough to turn me away from using them.

## **Approval**

There can be very specific types of guidelines for a given platform about what they will approve. Don't waste their time, or yours by not following these approval guidelines. This information can help you to determine the right platform to use for your crowdfunding campaign. What may be approved on one site isn't going to be approved on another.

No legit crowdfunding site is going to entertain a campaign on things that would be considered illegal. Some of these should be obvious. You can't crowdfund some deal involving endangered animals, or to crowdfund a bank robbery although crowdfunding a service animal and a novel about a bank robbery would be fine.

Maybe you want to manufacture knockoff items like expensive purses. That probably won't fly. Something that looks sketchy to the platform like pyramid schemes, weird medical products, illicit drugs and the like would probably be very hard to get approved.

Each crowdfunding site is different and you may have trouble with many sites and then get approved on another site. Maybe you're into porn or some new sex toy, or cannabis stuff, or weapons. You may be able to get approved somewhere; it just may take longer to find a site that's right for you. Chances aren't good on the big mainstream sites that you would get

approved for these types of projects.

## **How to Find the Site that Fits You Best**

Just do your research. google “Crowdfunding Sites for (your topic)”.

For the heck of it, I Googled something I felt would be obscure (at least to me) “**Crowdfunding Sites for Farm Products**” I found this site;

<https://university.upstartfarmers.com/blog/the-beginners-guide-to-crowdfunding-a-farm>

and this site

<https://www.ecofarmingdaily.com/farm-management/marketing-best-practices/successful-crowdfunding-agricultural-pursuits/>

<https://www.barnraiser.us/> the actual crowdfunding site for farm stuff.

So, do your research and choose a site that has projects similar to yours and that meets all your other requirements as to fees, customization etc. You might not be able to get everything you want in one site, but get as many as you can and then let ‘er rip.

If there are lots of projects similar to yours, you have a greater chance that someone interested in your topic will see your project and contribute.

## **Getting Your Money**

Many of the sites encourage you to get your banking information confirmed

before you even start your campaign. They are going to have to get proof you are who you say you are and that the bank account numbers you give them are all correct.

It gets more complicated when you are collecting money on someone else's behalf like if they are a minor, or your best friend got into a car accident.

Each site will tell you exactly what to do and again this is something you, whenever possible, should probably knock out prior to the campaign going live.

For my latest campaign I think it was at least ten days after the first contribution before the money started flowing to my school. Then it came fairly regularly.

In "all or nothing" campaigns it won't come until you campaign is complete.

**For any withdrawals you might need some or all of the following:**

- Photo ID
- Bank Routing Number
- Bank Account Number
- Social Security Number for individuals
- EIN Number (Employee Identification Number) for Corporations/Businesses
- Corporate Charter
- Business License

- Sworn statement of your relationship (if you are campaigning for someone else)
- Even more paperwork if you are a certified charity or non-profit.

# Chapter 13

## Marketing When You go Live

To make sure you have the best chance possible of meeting your funding goals, you must have a marketing plan in place. Of course, this doesn't necessarily apply to super emotional projects like I've mentioned earlier, but even then, you can do better with some simple marketing ideas applied.

This is going to be a fairly large chapter and I don't expect you to do everything you see here. I'm certainly not doing everything you see here on my current campaign. I do want to give you as many options and ideas as I can so you can pick the ideas that are right for you.

**The first thing you do is . . .**

### **Start Identifying Your Potential Backers.**

I like a "levels" approach to this.

#### **Level One**

The first level are your friends, family, and business acquaintances. These are people that know and trust you.

**Note:** you simply can't think of all these people instantly. For at least the first two weeks planning my project I was still adding people to my level one

list. I continue adding other folks I forgot about as the campaign continues.

## **Level Two**

This will be your email, text and chatbot lists plus your social media followers. Certainly, there will be some overlap with Level One here, but there are always way more people on your lists and in your social media following that really don't know you personally.

I also add to this level companies you do business with. If you spend money with them, they kind of owe you and want to keep you as a customer. You'll be surprised at their willingness to help you out when you say something like, "I'm a long-time customer."

This may not work out too well with big companies who probably have a big deal funding proposal to fill out. They may require you to be a 501(C)(3) bona fide, non-profit, or certified charitable organization, but smaller companies will feel more obligated to help you.

## **Level Three**

These are unknown potential contributors that find you through the buzz you generate with your Level One and Two people.

Start immediately making an alphabetical list of Levels 1 and 2 people and companies in a spread sheet so you stay organized.

I can't emphasize this first step enough. All these people and companies from all three levels will be the life blood of your campaign. You MUST

spend lots of time developing this list, or you will have great difficulty in getting any momentum going for your campaign.

## Email

Those of you that know me know that email is the number one source of money for people like me. You must do whatever you can to get people on an email list and send messages as I discussed in [Chapter 9](#). Refer to that chapter for more details.

## Website

You don't have to have a standalone website to run a great crowdfunding campaign. It certainly won't hurt you, but it's not necessary. You can simply put a page on an existing website dedicated to your campaign.

I already had a page on my school website that talked about the value to persons with disabilities. <https://www.IMTCVA.org/disabilities> It was already a compelling page, so I just put a link to my crowdfunding campaign at the top of the page.

What you don't want to do is make a page that's an exact duplicate of what you have on your crowdfunding platform. You should write things that make people really want to see what you have over at your crowdfunding platform. That's where they actually contribute! Get them over there!

If you do have significant traffic to your website/blog, you can put clickable

graphics to your campaign in your high traffic areas. Plus, you can make actual blog postings and videos hyping up your project with a link to your campaign.



**HELP 4  
PERSONS  
WITH  
DISABILITIES  
GO TO  
SCHOOL**

IMTCVA.org/disabilities

<https://www.IMTCVA.org/disabilities>

**Help Change the Lives  
of People with  
Disabilities**



Please Contribute to  
Our Scholarship  
Program



**IMTCVA.org/disabilities**

<https://www.IMTCVA.org/disabilities>

# Help Change the Lives of People with Disabilities

Please contribute to our scholarship program



**IMTCVA.org/disabilities**

← Charlie Collins -  
Eyesight 20/500 +  
Juvenile Macular Degeneration

Selena Jn Baptiste →  
Ehlers-Danlos Syndrome  
Patellofemoral Pain Syndrome



<https://www.IMTCVA.org/disabilities>

**Note:** All the graphics in this book with the exception of the cover were made with the free graphics program <https://www.IPICCY.com>

The cover was made with the Free Program <https://www.Canva.com>

## Social Media

This is not a “how to” on using social media. That would take ten more e-books. What I want you to get out of this are some ideas and a Facebook Hack you should know about.

You have all kinds of options when it comes to social media and you even have options inside certain platforms. For instance, you can have a Facebook Page dedicated to your campaign, or you could have a Facebook Group. What’s the difference?

With a Facebook “Page”, you are open to the public, i.e., anyone can see

your posts and what your page is all about. In a Facebook “Group” people have to “join”. A page is fine if you are only doing one promotion for a finite number of days. If you are doing a longer, or ongoing promotion, you might want to start a group.

Groups tend to go deeper in getting to know the members of the group who are mostly interested in the same topic.

In my case, since my current campaign is tied to my school, I didn’t need to start any new pages or groups. I just posted about my campaign on my school Facebook page.

Here are some examples of graphics I used and links to actual posts. If they are still current when you read this, please comment and encourage Robbie Messerschmitt and Charlie Collins the persons with disabilities that are in my program so far.

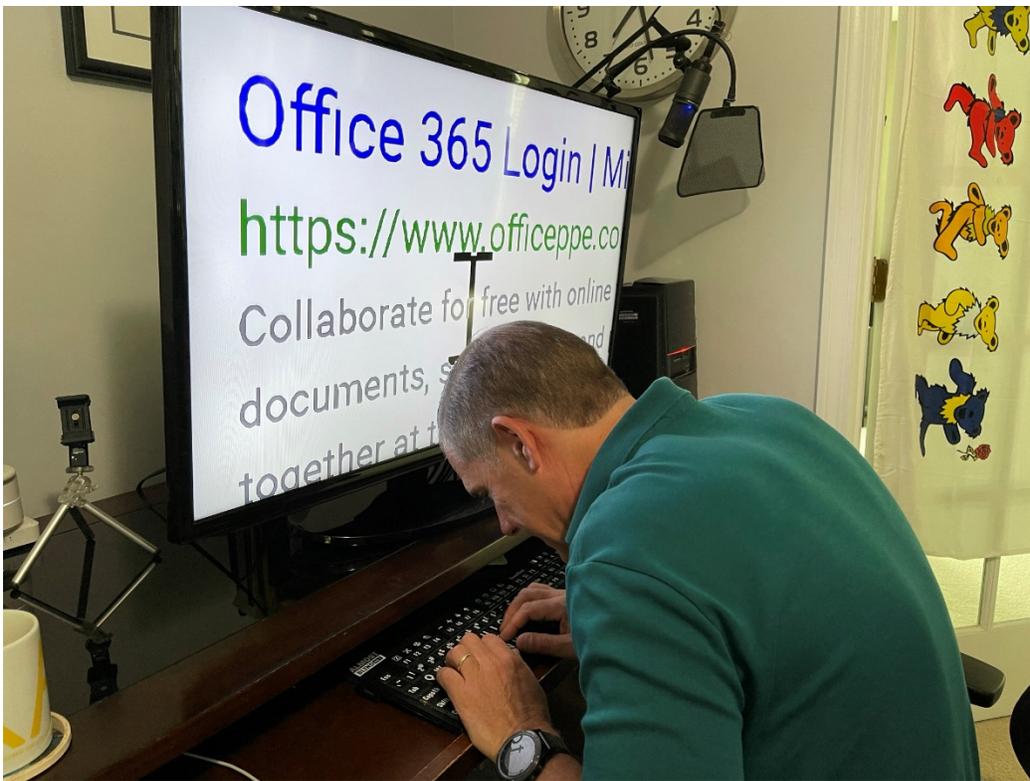
<https://www.facebook.com/InternetMarketingTrainingCenter/posts/4236634559730827>



Robbie Messerschmitt

<https://www.facebook.com/InternetMarketingTrainingCenter/posts/4234612>

[949932988](https://www.facebook.com/InternetMarketingTrainingCenter/posts/4234612) Charlie Collins



## **Do you know where your potential contributors are?**

Facebook is just one place you can find contributors. You also have LinkedIn, and Twitter. If you have a project that can be visualized, Pinterest, Instagram, and TikTok could work for you.

Reddit is extremely powerful for many projects. There are sub-Reddits on all kinds of topics. Just be careful on Reddit because the people there will give you a really hard time if your project sounds like BS to them.

Without a team it would be difficult to concentrate on all the different social medias. So, pick the one that makes the most sense for you and concentrate on that one first. If you find you have extra time during the promotion, then go ahead and add another social media platform to your mix.

Pre-launch use social media to build buzz about what you plan on doing and to recruit early contributors. During the campaign keep the momentum going by using social media to do updates, tell stories about your progress, and to do promotions. After the campaign, remind contributors of the good they've done, and keep them advised of how the project is progressing or has progressed.

## **Facebook Hack**

I'm surprised that more people don't know about this simple Facebook Hack. I'm sure you're aware that every time you make a new post it pushes

your older posts down unless you have “Pinned” a post to the top of the page. Even if you do pin a post to the top, all the rest still get pushed down and lost forever.... unless you know this hack.

If you right click on the date of the post, and then click “copy link address”, you will copy to your clipboard a humongous link that looks something like the one just below. This is a permanent link directly to your exact posting aka “Permalink”.

[https://www.facebook.com/InternetMarketingTrainingCenter/posts/4236634559730827?\\_cft\\_\\_\[0\]=AZU9WGIwqwqscD15F6DCgtTYgmlADOOVSWtbqUsJy6tg\\_MyK0cCEv28rRC-0T\\_qmWe1NL5LUH6oBGXZVy4P0IMPY3rXFjdopckdXFsTPSjg-KmRXQ1xirmi7Y2gNW0SZXD\\_0PHZJlqlqzXwiDHZkB0luO8HzybdCr5nO\\_uFbwENhQmirg4lgOZGf3RHSp-609sgw&\\_tn\\_=%2C0%2CP-R](https://www.facebook.com/InternetMarketingTrainingCenter/posts/4236634559730827?_cft__[0]=AZU9WGIwqwqscD15F6DCgtTYgmlADOOVSWtbqUsJy6tg_MyK0cCEv28rRC-0T_qmWe1NL5LUH6oBGXZVy4P0IMPY3rXFjdopckdXFsTPSjg-KmRXQ1xirmi7Y2gNW0SZXD_0PHZJlqlqzXwiDHZkB0luO8HzybdCr5nO_uFbwENhQmirg4lgOZGf3RHSp-609sgw&_tn_=%2C0%2CP-R)

This is a direct link to a specific posting on my school’s Facebook page. This link is awfully long and goofy-looking isn’t it?

Well, if you go to the first “?” and delete it and everything else to the end of the link, the link will still take people to the same place .... your specific posting. Go ahead and try them...and while you’re at it, leave some words of encouragement for the persons with disabilities that at the time of this writing, are in the school:

The link just below goes to the exact same posting as the crazy looking link above. I’ve already cleaned up the second link that goes to Charlie Collins

post.

<https://www.facebook.com/InternetMarketingTrainingCenter/posts/42366345>

[59730827](#) Robbie Messerschmitt

<https://www.facebook.com/InternetMarketingTrainingCenter/posts/42346129>

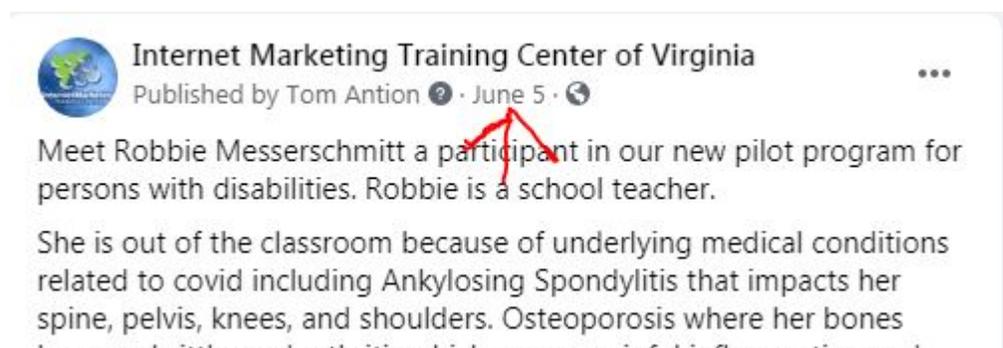
[49932988](#) Charlie Collins

I've been using this hack for a long time .... ever since I built a casket and held a funeral for my beloved protection dog Rubix. People were always asking me how to see his memorial posting and I'd have to scroll down for 20 minutes trying to find it.

When using this hack, I don't have to scroll, or even look for the posting. I save the "permalink" in a notepad named "RubixFuneral" and it takes me right there. **Warning:** If you're a dog lover, this is tough to watch:

<https://www.facebook.com/antion/videos/10213480666944356/>

Rubix's Funeral



**Right Click and "copy link address" to get the permalink to your post.**

## **Ads**

It's ok to use some of the money you bring in to further promote your campaign with paid ads. If the ads, can help you bring in more contributions, there is a net gain.

You might want to tell your contributors that some of the campaign money will be used for marketing. Most people will be fine with this so long as all net proceeds go toward your contribution goal for your project.

Using their money to finance other things outside the scope of your project puts you on shaky ground ethically. Sometimes this is called "bait and switch". You can't pull in money telling people they are contributing to one thing and then spend the money on something else. That's a big no, no.

## **Love / Hate**

I have a love / hate relationship with paid ads. For me personally and businesswise now, it's mostly love. For my new students who have feebly tried paid ads, it's a hate relationship.

On one hand ads can be easy to create. On the other hand, understanding how to put them online and interpret their statistics can be rather daunting. I've taken many courses on this (some costing more than \$1000.00) and I can tell you if you don't keep up with it, it's a difficult field to understand.

I'm not an agency that works with ads every day and every single time I go to my ads manager on either Facebook (also covers Instagram), and

Google (also covers YouTube), something has changed. I'm always scratching my head to figure out where they moved some setting, or what some new setting means.

I will tell you that it's worth it to learn at least the basics. I'd be glad to teach you, or you can take a course. Here are some important issues to get you started.

### **Never Boost**

I'm sure you've seen in your Facebook account that Facebook is begging you to boost a post so it can be seen by more people. Please don't do this.

In my not so humble opinion, along with the opinions of virtually all other ad professionals, by boosting you are pretty much flushing money down the toilet.

Again, this is my opinion shared by many. Boosting is designed to simply grab money from people that don't know any better. Of course, Facebook and other places that offer this as a convenience are never going to admit to that statement. They would say they're just making it "convenient" for you to advertise your business.

That's a bunch of BS. The ad platform knows that no professional is ever going to use the boost function. .... not in a million years. They know the only people that are going to use it are people that don't know any better and are clueless about advertising online.

That means they get you to throw \$10.00, \$20.00 or \$30.00 bucks to boost a post and the chances of it being successful or achieving your goals for the post are slim. They just got a windfall of your money and they don't really care if you achieved your goals or not. They can grab your money and when you get sick and tired of failed promotions, they know they have millions of others dumb enough to boost a post and they can grab their money too.

The ad platforms are happy to take small amounts of money from millions of people who don't mind blowing \$20 bucks here and there. None of the clueless people will complain because the losses are small and the ad platform doesn't have to really deal with you much.

The people the ad platforms want to please are the big company ad executives and online advertising agencies who may handle budgets literally in the hundreds of thousands or millions of dollars per day. That's who they want to take care of.... not little ole you.

They can tell just how you put an ad up if you know what you're doing or not. For instance. Let's say you put an ad on Facebook and start with a budget of \$5.00 a day. **Note:** I usually start with \$3.00 or \$5.00 per day for my budgets.

Let's say the ad starts to get you some good results and is actually making you money. So, you immediately raise your budget to \$25.00 per day. You may as well go to the local cheerleader supply and get one of their megaphones, and stand out on the street screaming, **"I'M A NEWBIE! I**

## **DON'T KNOW WHAT I'M DOING! PLEASE TAKE ALL MY MONEY!"**

No professional advertising person would ever do such a thing. Most would raise their budget maybe 20% after a couple days. By you raising your budget so much, you are telling the ad platform you don't know what you're doing. You are pretty much inviting them to steal your money.

So, what probably happened here? When you initially put your ad in, the ad platform may have shown it in the best possible places with the best potential buyers of your product, or best responders for whatever you are promoting.

By you wildly raising your bid based on that initial info, the ad platform knows you don't know what you're doing so they start putting your ad in the worst places that probably won't respond favorably to your ad. They grab your bigger budget before you quit and that's the end of it for you. Do they care? Heck no! You're a nobody to them.

If you raise your bid carefully and methodically like a pro would, you are sending a message that you know what you're doing. In turn they will treat you more professionally and keep your ads in the best possible places. They want you to eventually bring that \$100G's per day to them.

Of course, none of these ad platforms will admit to these practices, but pretty much all ad professionals know this stuff happens.

Back to boosting. I saw a study recently where two exact same ads to the

exact same audience were put up. One was by boosting, and the other was put up through the regular ad manager. The ad manager ad got a 40% higher conversion rate. Just using the ad manager sent the message that you probably knew what you were doing so you got better placements to keep you happy.

I could go on and on about tips and tricks when placing paid ads and I don't want you to think I'm against them. I love paid ads because I can get targeted people coming to my sites or campaigns sometimes the same day. I just want you to know to be careful and learn what you're doing so you don't lose your shirt.

**Bonus Tip:** Here are two of the best bargains for paid ads.

1. YouTube instream ads (these are the ads that have the skip button) <https://www.ScrewTheCommute.com/175> (This podcast episode teaches you about these ads.)
2. Instagram, video story ads sending people to your profile (then the link in your profile sends them to your campaign)

**Join my mentor program** and I'll teach you all you need to know about creating and placing these ads (plus about a million other things you need to know to be successful online hahahaha)

<https://www.GreatInternetMarketingTraining.com>

## Influencers

I'm sure you've heard the term "Influencer" bandied about. It makes me a little sick when I hear some wet-behind-the-ears kids with a million views on

some stupid video calling themselves an influencer.

If you are really an influencer, you don't really have to tell people you are an influencer. There are legitimate influencers out there and you may be able to get them to promote your project.

### **Free vs Paid**

If you happen to know someone who has a large social media following, or giant email list, you may be able to convince them your project is worth promoting. Maybe it will make them look good, or maybe it simply will be a good thing to send to their followers.

It might be a long shot, but if you research certain celebrities to see what kind of things they passionately promote, you may just be able to get them onboard with your project. Like I said, it's a long shot, but celebs are always trying to make themselves look good by supporting causes and yours might just be right up their alley.

Search out their publicist and pitch them on your idea and how it will make their client look great if they get involved.

So, how do you find the publicist for a particular celebrity? I'm not in any way vouching for this site <https://bookingagentinfo.com/> but there are many sites like this claiming to have current info on celebrity managers and publicists. Do your due diligence before you spend any money on these sites.

Paid influencers who aren't really mainstream celebrities can be contacted directly. For instance, if you want to pay for a shoutout from an Instagram influencer, you just direct message them. Make sure you say something like "Paid Shoutout Inquiry."

These people are begged all day long to give people "free" shoutouts so just asking for a shoutout won't get you far. Just make sure you're clear that you're asking about a **paid** shoutout.

**Warning:** Don't you be "influenced" by a large number of followers. They could be fake, or "ghost" followers that never see or engage with the supposed influencer's posts, shoutout, stories or reels. You would be paying them for pretty much nothing.

If they have let's say 10,000 followers and their last ten posts have 5 comments each, you know their followers are fake. Don't give them any money. With 10,000 real followers the person should be getting at least a couple hundred comments on their posts.

Another thing about paid influencers you need to watch out for is, "Who are their followers?" If the influencer is a hot bikini girl, and all the comments are "super-hot", "marry me", "I want you" etc., this may not be the best target audience for your product.

Here are some links to help you find influencers: (again, I'm not endorsing any of these companies)

<https://influencermarketinghub.com/free-influencer-marketing-tools/>

<https://www.socialmediaexaminer.com/how-to-recruit-paid-social-influencers/>

<https://awario.com/blog/how-to-find-social-media-influencers/>

<https://blog.alexandria.com/how-to-find-influencers/>

## **Infographics**

Infographics are visual images that present data. They usually have minimal text and lean toward presenting the information in charts, pictures, and other graphics.

Infographics can turn dry information into something much more palatable to look at and absorb.

You can use infographics on all the major social media and don't forget <https://www.SlideShare.com> . You could also include it in articles at <https://www.Medium.com> . Infographics get lots of attention and might be a big traffic generator to your campaign.

### **How to Display an Infographic on Your Site**

<https://www.highvisibility.com/blog/how-to-effectively-display-infographics-on-your-site-2/>

I created the infographic below in about 15 minutes using one of the many

templates provided by <https://www.Canva.com>

There are many other places you can make infographics. Just google “Infographic Generator”.

# WILL YOU HELP OUT WITH EDUCATION FOR THE disabled?



PERSONS WITH DISABILITIES URGENTLY NEED YOUR SUPPORT.



CONTRIBUTIONS YOU MAKE WILL HELP US PROVIDE:

- JOB TRAINING
- BUSINESS STARTUP ASSISTANCE
- ONGOING SUPPORT
- JOB PLACEMENT ASSISTANCE
- BUSINESS COUNSELLING
- FINANCIAL AID



NO ONE HAS EVER BECAME POOR FROM GIVING

- ANNE FRANK

## 3.7

PERSONS WITH DISABILITIES ARE 3.7 TIMES AS LIKELY TO SUFFER FROM DEPRESSION

## 7

UNEMPLOYMENT RATE FOR PERSONS WITH A DISABILITY IS THE HIGHEST IT HAS BEEN IN 7 YEARS.

## 4

THOSE WITH SOME FORM OF DISABILITY WERE 4 TIMES MORE LIKELY TO ATTEMPT SUICIDE

School Certified to Operate by



SUPPORT PERSONS WITH DISABILITIES BY CONTRIBUTING TO THEIR SCHOLARSHIP FUND AT:

[IMTCVA.ORG/DISABILITIES](https://imtcva.org/disabilities)

Internet Marketing Training Center of Virginia

Infographics grab attention visually.

## Press

Free publicity for your campaign could give it a tremendous boost. There are plenty of stories of struggling campaigns going crazy big after a mention in a powerful publication.

Part of your pre-launch research should be identifying websites that would be interested in news about your project. These sites don't have to be "exactly" about your topic, but at least related.

You should learn how to write a modern-day press release which now can serve both journalists and the general public.

It used to be that a press release was only designed to grab a journalist in hopes they would write about you or put you on TV. Nowadays, with the massive distribution available online you can have your cake and eat it too.

If no journalist even gives you a second thought, the general public may. You can put audio and video now in press-releases and craft your message directly to the public.

This doesn't mean you should slop something together. It should still follow the basic structure of a press release with a great headline and subheading and a first paragraph that says, who, what, where, when, and why.

**Below is a sample press-release that got me some good coverage in major publications and news sites:**

=====

## **Five Individuals with Disabilities to Receive Full Digital Marketing Scholarships**

In under a year, participants will be eligible for employment in online marketing jobs

VIRGINIA BEACH, VA, June 17, 2021 – Charlie Collins, Ed Borowiec, Robbie Messerschmitt, and two other persons with disabilities will be attending the Internet Marketing Training Center of Virginia’s distance learning school on a full scholarship. The pilot program was developed by the school so that persons with sight and mobility problems can not only learn from home, but be hired to work at home, or start their own business, or both. The school will also be hiring disabled persons to help administer the program.

The school’s founder, Internet Marketing expert Tom Antion said, “I came up with the idea for this program after seeing alarming statistics related to persons with disabilities.”

- Adults with physical/sensory disabilities have a 3.7-fold higher incidence of depression than the general population.
- The unemployment rate for persons with a disability is the highest it has been in seven years.
- Those with some form of disability were 4 times more likely to have attempted suicide

In addition, Antion found correlation analysis studies that indicated that persons with disabilities had significantly lower self-cognition and self-esteem, and greater social isolation than persons without disabilities, as well as significantly less education, more overprotection during childhood, poorer quality of intimate relationships, and lower rates of salaried employment.

**Candidate Charlie Collins** has Juvenile Macular Degeneration and sight estimated at 20/500 with 20/20 being the standard for perfect vision.

**Ed Borowiec** has diabetes and because of a failing left foot is confined to home and must use a walker.

**Robbie Messerschmitt**, has 3 serious diseases including Ankylosing Spondylitis that impacts her spine, pelvis, knees, and shoulders, Osteoporosis where bones become brittle, and Arthritis which causes painful inflammation and stiffness in her joints.

How does her day start out? “Mornings are difficult to get out of bed. I am stiff as a board. My ankles or knees will sometimes buckle as they do not always support my weight. I am hunched over and I have to steady myself in order to take a step forward.”

The school is currently reviewing applications for two other persons with disabilities to attend the school. Details to apply are at

<https://www.IMTCVA.org/disability>

Antion's goal in this pilot program is to get these people hired in jobs that can blend with their struggles and then roll out the program to many more people suffering with physical problems.

For more information visit the GoFundMe account which has been set up to fund scholarships and to hire persons with disabilities to help administer the program. <https://gofund.me/6c94b8ba>

### **About the Internet Marketing Training Center**

Certified to operate by SCHEV the State Council on Higher Education in Virginia, IMTC is a boutique low volume/high touch distance learning school. It was founded in 2009 by Internet entrepreneur Tom Antion who has been selling on the commercial Internet since there was a commercial Internet circa 1994 and teaching others to do so since 1997.

Internet Marketing is considered vocational and graduates come out with skills that are in high demand in the business marketplace. Many start their own businesses. The school also has an agreement with the Department of Defense for Military Spouse scholarships and gives 50% scholarships to all military, law enforcement, first responders, nurses and their immediate families.

### **Press Contact:**

Tom Antion

Cell: 301-346-7403

tom@imtcva.org CC tomantion@gmail.com

<https://www.IMTCVA.org/disabilities>

**References:**

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5376337/>

U.S. Bureau of Labor Statistics (BLS).

<https://www.sciencedirect.com/science/article/pii/S1875067211000988#:~:text=Those%20with%20some%20form%20of,having%20a%20physical%20health%20problem>

<http://liveon.net/> Entire project dedicated to suicide prevention in the disabled community

<https://pubmed.ncbi.nlm.nih.gov/12639590/>

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**Warning:** If you're going after publicity, don't waste your time with free press release sites. Not only do they not get legitimate coverage, you will just start getting tons of spam. Legit press sites that have actual distribution with Google and Yahoo news and are connected to real Newswires all cost money.

For help with publicity contact Mitch Davis at <https://www.ExpertClick.com>

Tell him I sent you.



## Podcasts - Yours and Others

If you have a podcast, you can devote your podcast ad space to promoting your crowdfunding campaign. I tell people about it near the beginning of my podcast before the main topic, and I remind the listeners of it right at the end. I'll be doing this as long as the campaign is active.

Just like I've been harping about for years, the verbal ad copy you use needs to be well thought out. You want to push the emotional buttons of your listeners emphasizing the benefits to them of contributing to your campaign.

I use phrases like, [“If you contribute, it will be like having your name engraved on a donated park bench, playground, or even on the side of a library you helped build.”](#)

Other phrases I use, might be, [“You will be helping to totally transform the life of another person.”](#)

Or, I might say, [“Something that takes us 15 minutes to do, like jump in the car and run to 7-Eleven, might take a person with a physical handicap an hour just to get ready and into the car. You'll really be helping someone who got dealt a hand much more difficult to deal with than most of us.”](#)

Maybe, you're just writing a humor book. Talk about how we all need

humor in these trying times, and not only will they get a copy, they might get mentioned in the acknowledgements, and a big shoutout on Facebook.

So, carefully think out the benefits and emotional buttons you could push to make people want to help out your project.

## **Being on Other People's Podcasts**

I call this a “podcast tour”. This is where you locate and pitch other people that have podcasts to have you on their show. There are over 2 million podcasts in existence. I'm proud to say that according to a respected podcast rating service, <https://www.ScrewTheCommute.com/> is in the top 1.5% of those 2+ million podcasts.

You have lots of opportunity to be on podcasts because most of them have guests at least for some of their episodes.

You can't, however, just pitch these podcast hosts to have you on to promote your crowdfunding campaign. Yes, there are exceptions to this, but for the most part you must provide value to their audience. Your crowdfunding deal is secondary to that.

You can do all this yourself, or use a podcast booking agency.

Doing it yourself means you will google “(Your Topic) Podcast”. Unless you have a massively obscure topic, you will probably find hundreds of potential podcasts to pitch.

As you look around to find their contact info, some will be very inviting of new guests and ask you to fill out a form. Some will be hard to contact because they already have tons of guests. No matter what, you'll need to be ready to pitch.

I usually use a short pitch highlighting my credentials, expertise, professionalism and their potential to make a profit on my appearance through my affiliate program.

**Here's an example:**

Dear (podcast host name):

I love your podcast, especially the episode on (show that you actually listened to their podcast). I think I'd be a perfect guest for your entrepreneurial audience

- I've never had a job. - Internet multimillionaire for over 21 years.
- I've done over 1000 interviews in all formats and have been invited back as many as 13 times.

I really take care of podcast hosts that have me on: See my topics and how you can earn big affiliate commissions from my appearance.

<https://www.ScrewTheCommute.com/podcasthosts>

Here's just some of my appearances:

<https://www.ScrewTheCommute.com/recentappearances>

## Using a Podcast Booking Agency

This can be extremely expensive and most don't guarantee the quality of shows they get you on. It can save you a lot of time if you have less of that than you have money. Just google "Podcast Booking Agency" to find tons of them.

There are sites like <https://www.PodMatch.com> where you can sign up for free. I've gotten quite a few guests from there.

Whether you book yourself, or use an agency, you still must be able to put on a good show that helps their audience. I have an episode of my podcast on "How to Be a GREAT Podcast Guest"

<https://www.ScrewTheCommute.com/211>

Do the things in that episode and go on a podcast tour. You could be in front of tens of thousands of new people that never heard of you. You'll be able to pitch your own business and your crowdfunding campaign.

## YouTube

We LOVE YouTube. I'm not a big fan of any of the social media that deals in censorship, but I stay away from controversial issues, so what they do on the "what's allowed" and "what's not allowed" front doesn't affect me much.

If you do things correctly, you can get lots of people on YouTube exposed to your crowdfunding campaign. Probably the best method is to talk about

the topic of the video, without mentioning the crowdfunding until you've given some value.

Let's say you're doing a crowdfunding campaign to help develop your new customer service book. You could do a video about, "The Top 10 Mistakes Mom and Pop businesses Make that Cost Them Sales".

After giving some great tips, you tell them about your crowdfunding campaign and how they will get your new book at a discount by contributing to your campaign. Then give them the rest of the tips and at the end, (or maybe just before the last tip), remind them again to contribute.

Make sure you put the link to your campaign as the absolute first thing in your video description. You don't want to make them click the "show more" link to see it. Also, use the entire link starting with "https://www." <https://www.yourwebsiteurl.com> and make sure you leave a space at the end of the link. Don't put a period, comma, or anything but a space. This makes sure the link is clickable.

## **Campaign Video**

A video placed on your campaign page can really show your passion for your project, give people the information they need to make a decision to contribute or not, and give practical info about your project.... like what are you going to do with the money.

Unless you are looking for money to make a film or video, your video does

not have to be fancy and super professional. In fact, that can work against you. If you put thousands of dollars to produce a really fancy video, people might think, there is no reason to contribute. You already appear well-funded.

Below is a video in a campaign I “advised on” for Rayne Hagstrom-Parvis. LOL Let me rephrase that. I “made” Rayne write the book and do the project. She’ll be the first to tell you that.

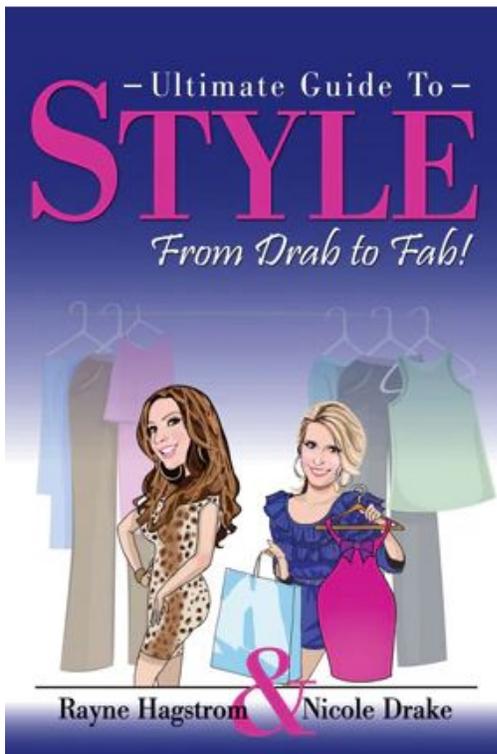
She won me in a raffle and I recall sitting in the lobby of the Hilton hotel in Los Angeles telling her she wasn’t getting up from the table even to get some Starbucks until she wrote down what chapters would be in her book.

I got her to finish the book and taught her how to do the crowdfunding campaign to print the book. The video below is just a cell phone video showing Rayne and her partner’s personality and what the campaign is all about.

I’m so proud of Rayne. When I met her, she was out of work and living in her parent’s garage and because of the book and her hard work she’s now a top image consultant in Los Angeles.



<https://youtu.be/JfwM7oQXSUI> Rayne and Nicole's Kickstarter Campaign to fund the printing of her book.



The Book that Kicked off Rayne's Career

Try to keep your video relatively short and to the point. Try to relax and be yourself. Show your personality. Here are some basic things you want to include in your video:

### **Video tips quoted from KickStarter.com**

“Make a compelling video. It’s the best way to introduce yourself, and to give people a closer look at what you’re working on. It doesn’t have to be super slick; some of our favorite videos have a very DIY (do it yourself) feel. In fact, here’s how you can make a project video on your own, without extra equipment or a film crew.”

<https://youtu.be/L3h828EtWoA>

### **More stuff on making your campaign video.**

<https://support.gofundme.com/hc/en-us/articles/4402285266324-How-to-choose-outstanding-visual-content> Video tips from GoFundMe

<https://youtu.be/d2jMRGMx4do> How to Record Perfect Video on Your Cell Phone

<https://motioncue.com/7-tips-to-create-an-amazing-crowdfunding-video/>

<https://www.videobrewery.com/blog/5-tips-to-a-successful-crowdfunding-video/>

<https://www.entrepreneur.com/article/287665>

Make every effort to look at a lot of other projects and then sit down a rough out what you want to say in your video.

## Groups and Forums

Have you ever heard of “Sutton’s Law”? The bank robber Willie Sutton when asked why he robbed banks, reputedly said, “Because that’s where the money is.” In his book, “Where the Money Was” he claims he didn’t say that, but would have had he been asked.

So, why should you search out groups and forums? Because that’s where your Level 3 contributors are. Remember Level 3 contributors are unknown potential contributors that find you through the buzz you generate.

If you have your own Facebook group, of course, you have control of whatever you want to promote. That should be easy. Searching out and finding contributors in groups outside of your control is a different story. Also, forums aka “Discussion Boards” can be a great place to find contributors, but you must be careful in how you approach them.

Let’s take Facebook Groups first. The slow way to get known in a group is to join the group, participate with helpful comments and hope that people see your comments and click through to your profile. That’s where you have prominently displayed your crowdfunding campaign.

If you try to accelerate what I just said by forcing your campaign into every comment or question, you are most likely going to get kicked out of the group, or at the very least chastised / warned by the moderator. This method is effective, but slow and iffy at best especially when you think about the time spent to become known to the group.

A faster, but still iffy way to speed things up is to go directly to the admin(s) of the group. Tell them what you are doing and see if they will post for you. Again, this is really iffy, because many admins fiercely protect their group from outsiders just trying to leach off them.



This next method is one of the super Golden Nuggets I teach in my podcasting course. It works really great if you have a podcast. If not, having a blog would be a second-string method to pull off this idea.

If you have a podcast, you contact the admin(s) of the group and tell them you want to interview them on your podcast. You make them look great on your podcast (or make a blog post interview about them on your blog **Note:** [this is not as good as the podcast Interview method.](#))

Guess where they are going to post the interview. Yep, that's right. It will go into the group and instead of slaving away for maybe weeks or longer to get known by the group, you just got a warm introduction by the admins. They are already well-known and maybe loved and respected by the group. They just put you at the top of the heap in no time flat.



## The White House



Why do I emphasize this idea so much and the value of having your own podcast? Because, this “Golden Nugget” idea got me tons of publicity in front of a new market, brought in money, got me a speaking engagement in front of the new market, and got me invited to the White House.

Here's how it went down. My school has a deal with the Department of Defense for scholarships for Military Spouses. I know quite a few military people, but I certainly wasn't immersed in their community.

So, I offered to interview a leader of a 14,000-member military veterans' group. He's a real bad ass with a super high level of integrity. We hit it off immediately and I offered to do a series of training sessions for his group free of charge. So, he wouldn't have to mess with the logistics, he actually made me an admin of the group.

I did the training sessions and they were so well-received he invited me to speak at the Military Influencer's Conference in Washington, D.C.

Also, ....and this is a really big ALSO . . . a former Marine and “Military Spouse of the Year” at Ft. Bragg watched my training sessions. At the time the Second Lady, Mrs. Pence, just happened to have as one of her main platforms, military spouse employment. My school is perfect for military spouses because no matter where they get deployed, then can keep working on the Internet.

The Ft. Bragg Military Spouse of the Year, asked me to go with her to The White House to discuss Military Spouse Employment with Mrs. Pence’s office.

Plus, she agreed to be on my military advisory board for my school and has become a life-long friend.

All this happened in the course of a month. So, maybe now you can see why I think you should have a podcast.

I’ll be glad to show you how to start one and also give you a special feature interview on <https://www.ScrewTheCommute.com/>

**Below is my podcast training deal in case you’d like to get your own podcast:**

Some of the top podcasters will charge you \$2,000.00-\$5,000.00 to teach you how to start and launch a podcast. Plus, you still have to get the equipment and pay for all the expenses.

What I've created will save you at least \$1,903.00 and as much as \$4,903.00

Yep that's right.

My E-book "What I learned After Completing ~~308~~ (Now 468) Podcasts V2.0" will show you everything you need to know and do to create a super high-quality podcast and launch it to the world.

Yes, you could create a basic podcast with questionable audio that no one wants to listen to with just your cell phone.

This e-book goes much further than that and gives you every tip I've learned about equipment, software, launch teams, launches, podcast directories, booking guests and much, much more.

You can start simply and add equipment as you go or you can go all out from the beginning. It's your choice.

**BONUS 1:** Video tour of my messy podcast studio.... Don't let this scare you. I've always been disorganized. (a \$47.00 value)

**BONUS 2:** 30-minute consult about your podcast, or any other topic I'm qualified to talk to you about. (a \$500.00 value)

**Bonus 3:** A shout out on an episode of "Screw the Commute" podcast

to put you in front of thousands of people. (Priceless LOL)

**PLUS:** A Special Episode where I Interview you (Double Priceless hahaha)

**This introductory offer includes:**

- The e-book
- The Video Tour
- The Consultation
- The Shoutout
- A complete episode featuring YOU

It's only \$297.

[Click here](#)

Catch ya

Tom Antion

**P.S.** I'm throwing in another bonus video on simple audio editing.

**[Grab your deal NOW!](#)**

## Ok, Let's get back to marketing techniques

### **Flyers and Posters** In your shop and in other shops

If you have a retail location that has lots of foot traffic, then absolutely you should make signs and posters highlighting your campaign. You can start outside possibly with sidewalk stands, post them on your front door and put them all over your store.

Every person making a purchase could have a take home flyer put in their bag. If you have a restaurant, your servers could mention it and you could have table top displays highlighting your project.

In a restaurant I wouldn't have the servers push too hard on this, because you don't want to make the patrons feel obligated to contribute. They may feel pressured and not want to come back to your eatery.

However, the servers should be well-versed and enthusiastic about the campaign in case a patron asks about it and wants more details. If you work in your restaurant personally, or any other retail business for that matter, the server or other employee should be trained to alert you to customers who really want more details. If they like your project, you could just land a big contribution from a big spender.

#### **Other Stores:**

Unless they have a community board that anyone can post on, big

companies will be a tough nut to crack to get them to hang up your flyer or poster.

Frequently grocery stores have such boards and you could print out or design such posters and flyers with tear off tabs so people can take the link to your site with them.

To have the best chance of success in getting your flyer/poster in other people's stores, I would first hit up smaller stores that you frequent, where you can talk directly to the owner. They are more accessible and will feel more obligated to help you since you are a patron they don't want to lose. They may even kick in a cash contribution in addition to displaying your poster.

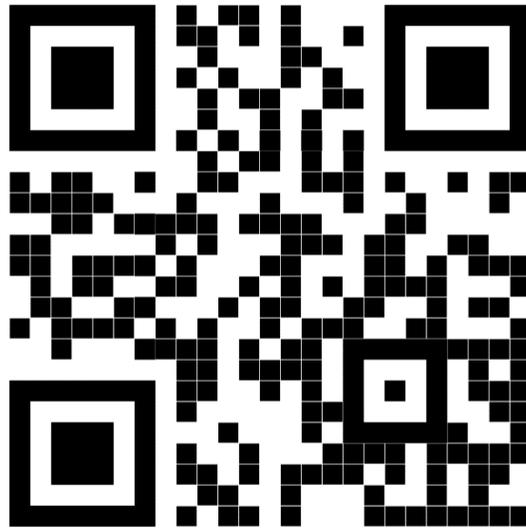
## **QR Codes & Hashtags**

With all modern smart phones being able to read QR codes without having to download any additional software, there's no reason for not including one on your flyers and posters.

If someone doesn't know what a QR code is or does, it won't hurt the rest of your flyer that's comprised of text and pictures.

There are many free and paid QR Code Generators on line that have all kinds of neat things they do. I just used a simple, free trial of a generator below. I'll have a link to a Medium.com article about other QR code generators and all the cool things you can do with them.

**Instructions:** Open up your camera (**Note:** You do NOT have to take a picture). Just hold your camera up to the QR code below and then a box should appear. Click on it and it will take you to my crowdfunding campaign.



**Here's a link all about QR Code Generators:**

<https://medium.com/@monikaadarsh/best-qr-code-generators-in-2020-i-trying-all-15-of-them-eb206b859d9>

## **Hashtags**

Hashtags are way to be found easier on pretty much all the social media platforms. You can now even use them on YouTube. They always start with # and they don't have any spaces.

Besides using hashtags already well-known, you can make up your own hashtags for your campaign and ask people to promote them. Here are a couple I'm considering as I haven't hit the social media part of my

marketing plan yet.

#disablededucation

#newlifefor5 I like this one but **pay close attention to what I say here.**

Any time you have numbers involved in hashtags or domain names it can be problematic.

Someone might use #newlife4five, or #newlife45 That one would make half the USA hate me thinking I'm promoting President Trump since he was the 45<sup>th</sup> president. For the most part, unless yours is a political project, try to stay apolitical. There's no benefit to your campaign in making people mad at you when your project has nothing to do with politics.

If you and your supporters consistently use your hashtag, it will be relatively easy to find and respond to mentions in social media.

I'm not a big fan of the website builder Wix, but this is a good article that can teach you all about hashtags and how to use them.

<https://www.wix.com/blog/2018/02/what-are-hashtags-and-how-to-use-them-in-social-media>

## **Live Events - Your Own, and Other's**

If you're to the point after the pandemic where you dare do a live event. Go ahead and make it a "super spreader" . . . not of Covid, but of your crowdfunding campaign.

If it's your event, you could have a portion, or all of the entry fee for your

event going to your campaign. You can have a VIP upgrade with levels of contributions that get them more perks, or one-on-one time with you during or after the event, or a VIP dinner, etc.

During the event you can take time to tell your captive audience more about your project. I wouldn't do this until after they've gotten some great value from you on the topic they came to learn.

If you have a trade show, you could have a special booth all about your campaign.

When people register for your event, their automated confirmation could tell them all about your campaign.

If someone takes the time to register and attend a live event, they are a more gung-ho person. So, as long as they get the value of the event, you can put more opportunities to contribute in front of them.

## **Gamification**

I don't pretend to be an expert on this topic, but it is a way to create lots of interest.

I'll give you an example of a podcasting mastermind I was part of. Each participant put up a hundred-dollar ante for 5 biweekly online mastermind sessions. After each session you had to set goals for the next session. If you completed your goals, you got \$20.00 back from your ante. If you didn't

meet your goals, you forfeited \$20.00 for that session to the “Pot”.

All those that completed their goals for that session got their ante back and got to split the money from those that didn't complete their goals. i.e. they split the pot.

If you like the idea of gamification, I suggest you google “Gamification Ideas” and see if you can fit anything to your project. Just be careful that money isn't involved in your large-scale game because I don't want you to accidentally become a lottery and get in trouble as I mentioned in the contest section. Money didn't matter for a couple of friends in our podcast mastermind, but it really matters if you open up to the public.

## **E-Books**

If your project is ongoing like mine and could run for a long time, you might want to consider writing an e-book about the topic of your campaign, or at the very least, include mentions of your campaign in all your e-books.

Of course, this e-book is pretty obvious in that I want you to contribute to my campaign to help persons with disabilities. You can be sure pretty much all my new e-books will mention it too. It will also be in new editions of my older e-books as I update them.

Several times a year I do a 12-week e-book mastermind. Check the upcoming schedule and all the details here:

<https://screwthecommute.com/ebookmastermind/>



Just a small sample of my e-books that have brought in millions of dollars at 97% profit.

## Investor forums

I mentioned forums before, but this is super specialized type of forum where investors gather to discuss opportunities and exchange ideas. Sometimes they are all about “equity crowdfunding”. Think “Shark Tank” where people will invest in you for a percentage of the business.

Sometimes these investors are called “Angel Investors”. Syndicates of these investors organize pitch events... again like “Shark Tank” but not as dramatic.

Getting investors can be extremely lucrative even if you give up a great share of the business. One of my students ended up with over 30 million dollars by getting savvy investors to take his business to the next level.

## **One-on-One Meetings**

For equity crowdfunding campaigns (equity means you give up a percentage of your business in exchange for the investment), a one-on-one meeting with a potential investor can convince that investor that you and your project are worthwhile.

Be careful of time wasters that talk a big game, but don't have two nickels to rub together. (For those of you young people out there who may have never seen one, a nickel was a piece of US currency hahaha)

One-on-one meetings are also relevant for rewards-based campaigns, . . . specifically for potential big backers and well-off people who are passionate about the topic of your campaign. .... Any rich people out there wanting to help disabled people? I'm your boy 😊

## **Crowdfunding Platform Resources (paid)**

Some platforms such as Indiegogo and Seedrs can offer you marketing services such as creating a landing page on the platform and some may email their community to tell them about your project even before you launch. It does have a cost, but it can work really well! Just watch out for people offering services that have lousy reviews. Buyer beware here!

## **Crowdfunding Platform (organic reach)**

Once you're live, you'll have tools such as the campaign updates, campaign discussion forums, blogs and specific funding milestones that many platforms use to allow you to reach the platform's community. Use them wisely!

## **Roku & Amazon**

Roku and Amazon Fire are places you could promote. I have a highly watched Roku channel, but I don't plan on using it for this promotion. You must be pretty technical to set this up (I'd do it for you, but I'd have to charge between \$5 and \$10K).

You can do it very cheaply if you can figure the darn thing out. It took me about a month part time to get it all set up. I'm just mentioning it so you know about it

## **Amazon Skills**

Again, this is a little bit technical, but you can for free get into Amazon's Skills section and teach stuff. I think I have about 180 public speaking tips up there and each one promotes a product or service of mine.

At this time, again I don't think I'll be using it for my crowdfunding campaign, but you should know that it exists. You might be able to use it for your business, or specifically for your campaign. Just make sure you read their terms of service.

# Chapter 14

## Conclusion

Now that you can see the value that crowdfunding offers, and that it is a simple process that does require work, it's time to go for it! Just think about the value it can bring to your project, idea, or for creating a new business. The sky is the limit when it comes to what you can do with it. The possibilities continue to grow and it's time to let your creativity help you out.

Understanding what the various crowdfunding platforms offer is a big part of the process. It will enable you to successfully match up the right site with the campaign you want to promote. It will also enable you to create a great campaign with pictures, videos, and the use of social media. **The goal should always be to help it go viral!**

Make sure you are always very clear about what you want to achieve and why, the dollar amount, and the timeframe. These are going to be required parts of just about any platform you choose to work with.

The economic boost that crowdfunding offers is very exciting. This is a wonderful way to generate additional revenue that can help you be more successful and to have a better quality of life. Our economy as a whole has been having a rough time lately partly because of the pandemic and partly because of poor government decision making. Many people have wonderful business ideas, but the investors and the lenders just aren't

biting.

The concept behind crowdfunding isn't difficult, and it's very obvious how and why it works. What prevents many people from taking the leap though is it seems just too easy! I had one person tell me they thought it was a scam. They wondered "what's the catch?"

I guess that's a legitimate concern for the uninformed, but now you're informed. Go ahead and think of all the ways (that are in your control) that you can get money without having to pay it back. .... Go ahead. I'll wait.

**Here's a list:**

**Inheritance** – Not in your control.

**Rob a Bank** – In your control until you get caught LOL

**Grants** – 90+ percent of grant money goes to non-profits and licensed charities and most have an onerous application process. You could start a non-profit, or charity at great expense of time, money, and hassle.

**Equity Crowdfunding** – You usually don't have to pay it back, but you have to give up part of your business.

The best option that's totally in your control is straight crowdfunding.

It is an established opportunity with the doors wide open. Don't let fear hold you back. Fully understanding the concepts of crowdfunding like I've

outlined in this e-book can ease your fears. It can give you the confidence to get that first campaign in motion!

Following the tips and strategies in this e-book and you should be able to see your campaign reach its goal. It can be a challenge at times if you have a short window to work with, but being honest, being direct, and sharing details can get you good results. People are willing to contribute money when they feel it will be going towards something good.

Avoiding the common pitfalls is also going to help you gain success. Knowing what those patterns and problems have been for others in the past can open your eyes to them so you don't make the same mistakes. Creating a quality strategy from the start with all of the elements in place will assist you with getting results.

Take your time to really indulge in the various forms of marketing. The more you branch out, the more results you get. The more exposure you get, the more people pass along your campaign information. Let them do the work for you once you have that initial concept seed planted.

Rewards and perks are a great way to generate more funds too. Take some time to come up with a few great ones that won't cost you a ton of money. Remember digital perks will have little or no cost. The goal should be to offer high value at a very low, or free cost to you.

Don't assume that all the sites offer the same campaign amenities because there are differences. They offer different tools, charge different fees, and

they will approve and are appropriate for different types of projects. Become familiar with that information before you set up accounts on any of the sites.

Crowdfunding offers a safe alternative to get money and to move forward with ideas and projects. The power behind it continues to grow. It's perfectly legal so, what is holding you back? Use it to kick start your ideas and your quest to reach your goals!

I can't wait to hear about your project and on the next page I have a pretty crazy deal for you.

## Would you like me to be your campaign manager?

I know this is a crazy deal, and may seem self-serving, but hear me out on this OK?

Many people reading this e-book have wanted to join my mentor program for years, but **due to lack of funds** at the time they decided they wanted to join, they didn't join. They just tried to limp along on their own thinking they'll join as they start making money online. Most ended up with limited or poor results because they didn't have credible training.

Then, they really got discouraged. Over the years, because of the success of my program and demand for my services, the entry fee kept going up and up. This made them give up altogether even thinking about joining.

If any of the above applies to you, or maybe you never even heard of me before, I've got an opportunity that will help you reach your goals.

I would be willing to be your campaign manager if you are willing to use 75% of the funds toward your entry fee to my online and digital marketing mentor program which is the longest running, most successful, and most unique in the field. You would retain 25% of the funds for working capital to run your online business.

I know this idea isn't for everyone and there would be details of our obligations to each other which we will discuss if you're interested.

By doing this, you get top-of-the-line elite training with a bunch of other

people footing all or part of the bill. That sounds pretty cool doesn't it?

**For details on my mentor program visit:**

<https://www.GreatInternetMarketingTraining.com> and then book a call with me if you're interested.

## About the Author



Tom Antion has been selling on the commercial Internet since there was a commercial Internet circa 1994. He made nothing for the first two years as it was the “Wild West” and no one knew what was going on.

In 1996 he got good training and by the year 2000 he was an Internet Multi-Millionaire which he still is today.

Tom has made his living online by persistently and consistently selling good quality products at a reasonable price and servicing the customer after the sale.

Tom is no Flash in the Pan. He’s been in business formally for over 44 years with 27 of it being online and he continues to sell his own products and services along with training others to do the same.

His distance learning school is the only licensed, dedicated, Internet Marketing school in the country. <https://www.IMTCVA.org>

Tom was honored to have a Hollywood documentary done about his life called “The American Entrepreneur”

Visit <https://www.Facebook.com/AmericanEntrepreneurFilm>

# **Checklist for Crowdfunding**

- **Immediately start writing down and organizing potential contributors.**
- **Write up the story behind your idea.**
- **For bigger projects create a launch team of volunteers.**
- **Research appropriate crowdfunding sites.**
- **Do whatever your chosen site says to do with your banking and deposit information.**
- **Establish your detailed budget.**
- **Create a video that shows your passion for the idea and why you are the one to do the project.**
- **Decide what rewards or perks make sense for your project.**
- **Create your pre-launch emails, campaign emails and follow-up emails.**
- **Create a Hashtag and a QR code.**
- **Create various marketing graphics.**
- **Decide which marketing items you are going to do.**
- **Identify local and national media contacts to alert about your “news worthy” project.**
- **Write a press release.**

- **Set a launch date.**
- **Start creating “Buzz”**
- **Clear your schedule for several days around launch and set aside time each day during the campaign.**
- **Tell Tom how wonderful he is. hahaha had 2 slip that in.**
- **Send friendly reminders to all who have pledged to contribute (do it over and over and over again hahaha).**
- **Do promotions and keep the momentum up.**
- **Send updates to contributors.**
- **For GoFundMe type sites, monitor the bank deposits.**
- **Create urgency near the end of the campaign.**
- **Follow up with thanks and updates**
- **SPEND THE MONEY!!!**

I can't wait to hear about your campaign. Good luck and please contribute to, and share my campaign. Thanks

<https://gofund.me/6c94b8ba>