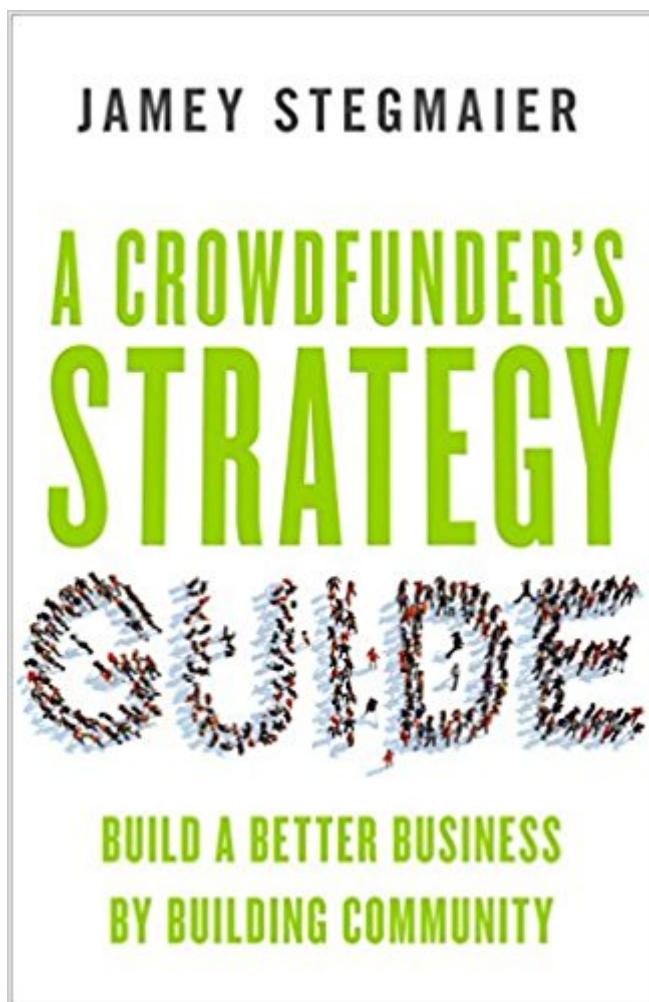


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# A CrowdFunders Strategy Guide: Build A Better Business By Building Community



## Synopsis

More Than Money Jamey Stegmaier knows crowdfunding. He's a veteran of seven successful Kickstarter campaigns (and counting) that have raised over \$3.2 million, and he's the proprietor of the widely read Kickstarter Lessons blog. In this book he offers a comprehensive guide to crowdfunding, demonstrating that it can be a powerful way for entrepreneurs to grow their businesses by building community and putting their customers first. This book includes over forty stories of inspiring successes and sobering disasters. Stegmaier uses these examples to demonstrate how to (and how not to) prepare for a campaign, grow a fan base, structure a pitch, find new backers, and execute many other crucially important "nuts and bolts" elements of a successful crowdfunding project. But Stegmaier emphasizes that the benefits of crowdfunding are much more about the "crowd" than the "funding." He shows that if you treat your backers as people, not pocketbooks, communicate regularly and transparently with them, ask their opinions, attend to their needs—they'll become advocates as well as funders, exponentially increasing your project's chances of succeeding.

## Book Information

Paperback: 216 pages

Publisher: Berrett-Koehler Publishers; 1 edition (September 14, 2015)

Language: English

ISBN-10: 1626564086

ISBN-13: 978-1626564084

Product Dimensions: 5.5 x 0.6 x 8.4 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 32 customer reviews

Best Sellers Rank: #184,581 in Books (See Top 100 in Books) #24 in Books > Business & Money > Finance > Crowdfunding #178 in Books > Business & Money > Small Business & Entrepreneurship > Marketing #250 in Books > Business & Money > Marketing & Sales > Customer Service

## Customer Reviews

"While many small businesses turn to crowdfunding to raise funds, not many attempts are successful. Stegmaier's seven successful Kickstarter campaigns, and the successful and failed attempts of others, helped him create a crowdfunding template for increasing the odds of success." -Jim Pawlak, -Biz Books, Syndicated Columnist and member of the National

Book Critic's Circle—“A Crowdfunder's Strategy Guide is authoritative and comprehensive, yet easy to read. This book should do much to answer basic questions about crowdfunding and provide those interested in using crowdfunding with a valuable playbook.” Foreward Magazine (Barry Silverstein, Winter 2016) “Stegmaier (founder, Stonemaier Games) uses his experiences funding a game company through Kickstarter to offer a fun and readable guide to running a crowdfunding campaign. He treats a Kickstarter campaign as a serious business requiring planning, thought, and networking. Stegmaier's approach encourages building trust with buyers and suggests that crowdfunders secure support and a strong community online well before launching any funding initiative. He bolsters his recommendations with statistics and stories from other crowdfunders and advocates running a campaign centered on the patrons. The book includes advice about how to tackle specific challenges along with a good dose of business philosophy. Although this title could be used for running campaigns on other sites, it concentrates on working with Kickstarter. A more personal, succinct read for anyone who enjoyed Sherwood Neiss et al.'s *Crowdfunding Investing for Dummies*. VERDICT: A must-read for any aspiring game designer, this is also a well-organized, enjoyable, and useful book for anyone considering crowdfunding a project.” Library Journal (Jessica Spears, Monroe Coll. Lib., Bronx, NY) “Even after twenty successful crowdfunding projects and over \$1,500,000 raised, I turn to Jamey if I have questions. He knows his stuff.” Michael Mindes, founder and CEO, Tasty Minstrel Games—“A crowdfunding campaign gives an entrepreneur the opportunity for a very public success or a very public failure. Jamey Stegmaier reveals his proven playbook for success.” Clifford Holekamp, Senior Lecturer in Entrepreneurship, Washington University in St. Louis—“You would be hard-pressed to find anyone who has contributed more to creating a formula for a successful tabletop Kickstarter campaign than Jamey Stegmaier.” James Mathe, President, Minion Games

Award-winning entrepreneur and crowdfunding expert Jamey Stegmaier shares his inspiring lessons and practical guidance for building the business of your dreams by engaging with customers and investors online.

I appreciate that Jamey Stegmaier is a concise and clear writer. This book is one of the rare few that walks a delicate line between "beginner" and "advanced" - the content is accessible, even to a newbie in the crowdfunding world, but also has enough rich insight and detail to be a valuable read for someone with a lot of experience already. Jamey's stories are entertaining and also illustrate in

concrete ways how seemingly small choices in crowdfunding implementation, can make a very big difference to the success (or failure), of your campaign. Some of his lessons learned have been painful ones, and some of his ideas are counter-intuitive, but when I understood his logic, it changed my view completely. There are some curious choices from an organization perspective (the organization of the book, I mean), but overall I found it a good read, chock full of important ideas that were followed with evidence to back them up. I am already recommending this book to several friends, and I am keeping it by my side while I create my product and design my strategy for going to a crowdfunding platform.

I first downloaded: "A Crowdfunder's Strategy Guide: Build a Better Business by Building Community," on Kindle. It has been such a positive help and guide for a total newbie like me, in fact today I bought the paperback version as well. Jamey Stegmaier knows crowdfunding  $\rightarrow$  having now done 8 Kickstarter projects  $\rightarrow$  starting off small in which 17 backers pledged \$305, to Jamey's latest project of 17,739 backers who pledged \$1,810,294 to help bring his Scythe game to life. So clearly - this guy knows his stuff. Some of the things I like about the book:- THIS IS A VERY READABLE BOOK, full of practical tips and advice  $\rightarrow$  and above all - he keeps it real with a writing style that is easy to read (or skim);- Based on his blogs, he takes the reader through the crowdfunding process step-by-step;- The blogs are summarized in bullet form  $\rightarrow$  making them SO EASY TO READ! But, if you are like me with an eye for detail, you can go online and read the full version of that particular blog;- Jamey constantly emphasizes the importance of creating community  $\rightarrow$  before, during and after a Kickstarter campaign. He shows how to do it;- He shares some of the mistakes he's made, and how to avoid them;- There is a one-week checklist prior to a Crowd-Funding launch;- There are a heap of links INCLUDED to more Crowd-Funding advice/information;- Jamey Stegmaier is the closest thing you will get to an in-house Crowd-Funding expert! I am now currently immersed in the prep work for my first crowd-funding project, for which I am feeling a growing confidence about - for that I must thank Jamey Stegmaier and his well-written book. So I give "A Crowdfunder's Strategy Guide: Build a Better Business by Building Community," A BIG FIVE STARS - AND IT IS HAPPILY RECOMMENDED!

I started backing Stonemaier Games projects with Euphoria, so I've had a chance to watch Jamey Stegmaier at work on several Kickstarter projects, and have always enjoyed reading his updates and blog posts. This book goes back to the very beginning, and discusses issues important to

anyone who is interested in breaking into the crowdfunding game. Even though all of his projects have been games or game components, this book should be required reading for anyone about to embark on a Kickstarter or Indiegogo campaign, whether it's for a game or for a new style of can opener. There will be something you learn in this book that will be worth more than the price of admission, I assure you!

This is an excellent book, that pulls no punches. I had thought that crowdfunding was easy, and I am glad that I read this book. He outlines the steps very clearly indeed, and for this I am very grateful. The only quibble - it would have been nice to have had a case study at the end.

I'm in the early stages of development and beta testing for my first tabletop game, and I intend to crowdfund on Kickstarter next year. This book was the perfect way to demystify the process, point me toward even more informational resources, and get me even more excited to do this. I'll definitely be using it as a reference through all stages of my campaign.

This book fulfills on its promise to the fullest! I have been reading Jamey Stegmaier's blog for about two years and have learned so much information about running a Kickstarter and running a business by putting the customers first. After reading his blog for so long I wasn't sure if I needed this book or if it would offer anything new, but because he has provided so much wonderful free content, and proven that he cares about his customers I figured he wouldn't publish a book that wasn't worth its price. I am glad I made the purchase as "A Crowdfunder's Strategy Guide", while reviewing some of the content on his blog, offers so many amazing anecdotes, first hand accounts and great examples of excellent crowdfunding strategies, tips, and ideas. It is very motivational and inspirational and will give any creator new insight into the world of crowdfunding. It is worth the price and more and I highly recommend it to everyone interested in crowdfunding.

As someone who is new to Kickstarter type crowdfunding and who is currently in the process of having her first card game playtested, this book was a fantastic find. While the book is heavily focused on games, it also discusses products outside of that category. Anyone who is interested in crowdfunding to support a new idea, or even those who wish to back projects will benefit from reading this book. Not only is it an easy read and full of useful content, it is clear that the author wrote the book to help others, not simply as a money maker. In addition to the book, Jamey Stegmaier writes a series of blogs which compliment this work and are free to read.

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