THE GUIDE

Tips To Successful Crowdfunding

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Introduction

Welcome to The Pubslush Guide to Crowdfunding. We've created this complete guide as a way to help educate our campaigners and ensure that they have all the tools they will need to be successful on Pubslush and beyond.

We're excited you've chosen to pursue your project using our platform. Your crowdfunding campaign will require dedication, perseverance, and a go-getter attitude. If you successfully reach your fundraising goal, this platform allows you to bring your project to life in an informed and financially responsible way. Crowdfunding can be used not only to raise funds for your project, but also to provide you with invaluable information regarding your audience and the market for your project.

Pubslush is made up of an organic and hands-on team that is not only passionate about the work that we do, but also entirely dedicated to your success. Should you have any additional questions upon the completion of this guide, we'd be more than happy to discuss anything covered (or not covered) with you.

I hope you will incorporate all that you've learned from this guide into your crowdfunding strategy. Please do not hesitate to let our team know if you need any additional help. Remember, we are always an email away!

Read on and prosper!

Justine Schofield
development director, Pubslush

Crowdfunding

Crowdfunding is a way for creatives and enterprising people alike to fund a project by soliciting small monetary contributions from a large number of people. Many artists, musicians, filmmakers, writers, etc., have found great success crowdfunding for their projects. Stemming from these successes, Pubslush was founded to offer a specialized crowdfunding solution to the literary world.

Pubslush

Pubslush is a global crowdfunding and analytics platform for the literary world. Our niche platform provides a way to raise money and gauge audience response for literary-based projects. Project supporters make financial pledges that help bring these literary ideas to life.

By offering publishers and industry professionals their own unique pages, Pubslush gives these innovators the power of customized crowdfunding. Pubslush's highly-rated personalized service and focus on user education helps to ensure that our campaigners are as successful as possible. Our community bridges the gap between writers, readers, publishers, and industry leaders, facilitating a more open and comprehensive publishing process. Additionally, our philanthropic cause, The Pubslush Foundation, serves to aid in the fight against illiteracy by providing books to children with limited access to literature.
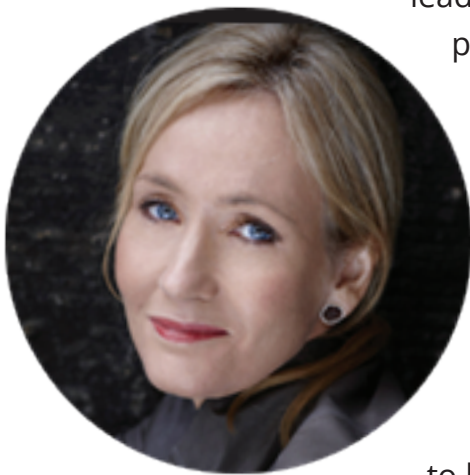
Our concept was born from the idea of including readers in the publishing process and thus revolutionizing the publishing industry as a whole. The name Pubslush connotes our mission: we give writers a chance to take their work out of the dreaded "slush pile" by giving them the chance to be recognized and published.

The original idea for Pubslush was inspired by the struggles of authors such as J.K. Rowling, whose original Harry Potter manuscript was rejected by the first twelve publishers to whom it

was sent. Pubslush was founded in an effort to create a more democratic publishing process. Relaunched in July 2012, Pubslush has grown to cater not only to books, but to all types of literary projects.

For Authors

Whether you're self-publishing or have published through traditional means, we believe an author's voice deserves to be heard. To do this, Pubslush provides authors the opportunity to:

Raise funds pre-publication. Authors who pursue the self-publishing route incur the financial burden of publishing costs. By raising funds through Pubslush, authors lessen the financial burden and reduce the various risks that come along with self-publishing.

Collect pre-orders. Pubslush is a rewards based crowdfunding platform. This means that authors offer a variety of book-related items to incentivize their supporters and thank them once they've made a pledge. Non-book related items are always welcome, too! That being said, we highly recommend that authors offer their book (both ebook and print copies) as a reward to their supporters. This essentially allows the author to collect pre-orders of the book.

Develop a tangible marketing plan pre-publication. Pre-publication marketing is essential to success in the book market. A crowdfunding campaign offers a tangible way to drive traffic and create a buzz around your book. Promoting a book that has not yet been published is difficult, but promoting your crowdfunding campaign is a natural way to talk about your upcoming project.

Gauge and engage with their audience. A crowdfunding campaign will help you to gauge the audience for your book. By incorporating crowdfunding into your book marketing plan, you are able to discover, connect, and build your audience before your book is even published.

Literary-Based Projects

Aside from book projects, Pubslush also accepts any and all literary-based projects. These include:

- **Screenplays:** Just like books, screenplays need money to be produced.

- **Events:** Book launch parties, reading series, literary festivals or conferences all need funding + have a specific audience. Perfect for crowdfunding.

- **Philanthropic Caues:** We love literary philanthropic causes.

- **Educational Projects:** Raise funds and awareness for your school, non-profit organization, and more.

- **New Literary Technology:** Got an app? Interactive eBook? Audiobook? We can help.

- Any other projects that tie into the literary world. Be creative. We like that.

Pre-Campaign

Overview

The Pre-Campaign stage is essential to your overall crowdfunding success. Having a solid marketing plan that begins in this stage will help you build the momentum necessary to carry your campaign to completion. There are several parts involved in the Pre-Campaign stage, each broken down below. They are also summarized in the Pre-Campaign Checklist, which concludes this section.

Keep in mind that before you launch, it is crucial that you develop a marketing strategy.* While reading through the Pre-Campaign section, pick and choose which strategies, ideas, and platforms best apply to you.

*Need help? Let the Pubslush pros help. Refer to the Pubslush Prep guide on page__ for more info.

Social Media Presence

Here's a very important question to ask yourself when considering crowdfunding:

Do you have an established social media presence or a supportive net work? We recommend that you answer yes before beginning your crowd funding campaign.

Being well established on one or two key platforms ensures that you have an active audience and provides you with a great vehicle for promoting your campaigns outside of your immediate network.

Social Media101

Brand Yourself.

Branding yourself on social media will help you to better find, connect, and engage with your audience. You can brand yourself by establishing a unique tone and personality. **Do you want to be quirky, sarcastic, risque, or a fact provider?** Establishing your tone will help your audience determine what they'll get from you, whether it be a good laugh, inspiration, or fun facts.

Establish Credibility.

No matter how you choose to brand yourself, you'll need to establish credibility with your audience. Though this is true for all campaigners, it is especially true if you're branding yourself as an industry expert. **How do you establish credibility?** With consistency. If you're an expert, provide consistent and accurate information that your audience can rely on. If, for example, you've branded yourself as a "baker" who's looking to publish a cookbook, stick to this social media persona. Solely share baking tips, articles, recipes, photos etc. By maintaining your brand, you will establish credibility.

Respect The Newsfeed.

There is such a thing as too much on social media. We all know those people who post at a rapid-fire pace. Not only does this diminish what they're saying, but it makes us tired of seeing them pop up in our News Feed. We all know what happens to these people. They get kicked to the figurative curb of social media. So, don't be this person. **Post at a respectful level.** You certainly want people to value what you post, so keep it to a minimum. We think 2-3 Facebook posts, 5-7 direct and indirect tweets* a day keeps you in the safe zone.

*indirect not tweeting to anyone specific
*direct is to a specific person
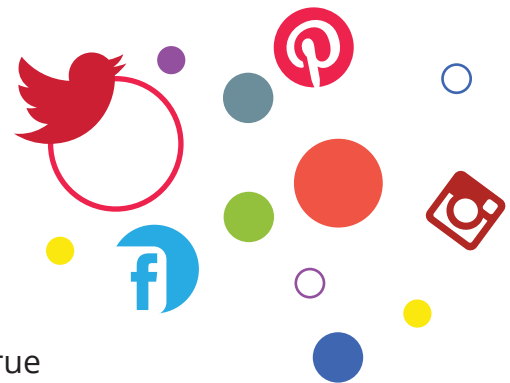
Pick Your Poison.

There are too many social media platforms out there to successfully build and maintain an audience on all of them. **Pick 1 or 2 platforms (we recommend Facebook and/or Twitter)** and work on establishing your social media tone and branding while establishing credibility and building your audience.

Which Platform Is Right For You?

Twitter

Establishing a following on Twitter organically and in advance of your campaign launch provides the most meaningful and fruitful connections.

- **Connect with your audience** and other like-minded people by searching relevant **hashtags.** The Twitterverse is full of tweet-happy people to connect with.

- **Find your Twitter tone.** What's your social media personality going to be? Establishing your tone will help your audience connect with you on a more personal level.

- **Interact with your followers.** Send them a thank you or favorite one of their tweets. It's the little things that show people you care on Twitter.

- **Be consistent with your tweets.** Don't go silent on Twitter for prolonged periods of time. Twitter is so abbreviated and fast-paced that people will forget about you if you're not popping up on their newsfeed daily.

- **#WhatToHashtag.** Establish 3-5 hashtags to use for your campaign. Two or three of these should be original and specific to your project. For example, if you're crowdfunding for your book, you can use your book title, a character, or a coined phrase from your writing. Make them relevant, and keep the tone fun and memo

#pubslush. This type of hashtag will expose your tweets to a larger, like-minded audience. Don't forget to promote your hashtags to your supporters!

Facebook

- **Create an author or business page.** This allows you to portray a more branded Facebook persona (and keep those embarrassing tagged photos out of the hands of your potential fans).

- **Maintain a consistent balance** of posts about yourself and posts presenting other types of information (inspiring or informative article, photos, etc). If you have a personal triumph, that's great to share, but here's a secret: people are on social media for themselves. If you want to capture and keep attention, then your posts should be designed for the reader, not for you. What are your posts providing others?

- **Pose a question.** You want to increase participation with your network, so post a status that will initiate interaction. Back to the cookbook example, ask your net work if they like chocolate or vanilla. Maybe the flavor that receives the most votes will come to life as a

LinkedIn

- **Connect with professionals** in your (and other) industries. LinkedIn makes it easy to find people you share a professional interest with. A shared professional interest could foster a new project supporter.

- **Learn from industry experts.** LinkedIn offers a plethora of valuable insights from a wide array of industry professionals. It's a great resource to learn more about crowdfunding, publishing, writing, and almost any industry or topic you find interesting.

- **Join a discussion group (or two, or three).** Joining discussion groups on LinkedIn provides a number of opportunities. First, the discussions are a great way to learn from others. Second, it's a great way to connect with new people. Forming

Instagram

Instagram is no longer just for pictures of food and cute baby animals! Uploading pictures of your project is a great way to keep your followers engaged and up-to-date on your progress.

- **The goal is to seem personable, not pitchy.** Like any other platform, spamming followers' newsfeeds with images of your campaign is going to grow old quickly. Instead, offer your followers aesthetically pleasing, inspiring, and catchy photos. Instagram is a great place to get creative.

- **Gather and post images.** Whether you post a meaningful quote about your book topic and campaign or a picture of your favorite drink at Starbucks, Instagram photos allow you to shed insight into your personal world in a noninvasive or overexposing way. The goal is to make an emotional and personal connection with followers so that they may get to "know" you. Not all of your posts need to be directly related to your campaign's topics.

- **Utilize industry related hashtags.** #amwriting #writersofinstagram #amreading are just a few we suggest. As other users browse these hashtag categories, your photos will appear under these feeds, thereby allowing a wider network to see your images.

- **Search those hashtags.** Interact with other instagrammers who are using them.

- **Sync your photos.** You can upload to Facebook and Twitter all at the same time! This feature not only saves you time but also helps to ensure that all of your social media is up to date and concise.

- **Offer to promote** other writers' book images in exchange for them promoting yours. Cross promotion is a great tool and should be utilized as often as possible.
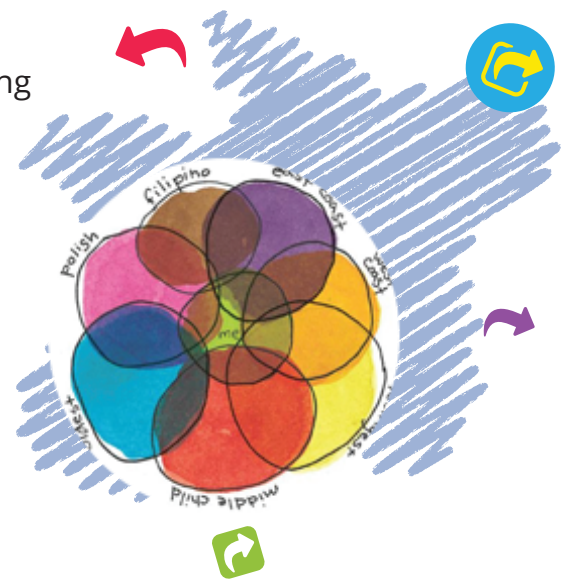
Blogging

- **Choose a theme for your blog.** Although posts can certainly stray from the theme, there should be a central topic that drives your blog.

- **Vary your post topics.** Make your posts as interesting and easy to read as possible. Be concise, engaging, and keep it light.

- **Add an one line signature.** Put your campaign link in the signature at the bottom of each post to direct readers to your campaign. This is a savvy way to subtly promote without being invasive or pitchy.

- **Cross promote with other bloggers.** Offer them a guest post spot in exchange for guest posting on theirs. This will help to expand your reach and get your name out to a wider audience.

- **Include relevant hyperlinks.** Throughout a post, when necessary, insert hyperlinks that allow you to expand on a certain word or topic.

- **Promote posts.** Update all of your social media platforms in fun, non-pitchy ways when a new post is up. Pulling quotes from your post helps to entice people and using relevant hashtags will help to reach a broader audience.

Build Your Buzz On Social Media

Now that you have established your social media platforms, it is time to let people know about your upcoming campaign. It's good to begin creating a buzz about your project before the launch of your campaign so that when it does go live and you ask people for support, they'll already have some knowledge about your project. Here are some ways you can build your buzz on social media pre-campaign:

- **Use teasers.** Spike people's interest by offering teasers with tidbits of information about your upcoming project.

- **Share your excitement.** The best way to get other people excited about your upcoming campaign is to share how excited you are about it!

Good Tweet:
Want a sneak peek of my upcoming novel? Pre-orders start next week on @pubslush! Get some great early bird rewards :) Link to come soon!
Expand   Reply Retweet Favorite ⋯ More

Not-so-good Tweet:
Look out for my @pubslush campaign. Coming soon.
Expand   Reply Retweet Favorite ⋯ More

- **A picture is worth a thousand words.** It would be nice if a picture was also worth a thousand dollars, but one step at a time. People are more naturally drawn to images and are more likely to pay attention to posts that have photos. The greater the quality of the photo, the better. Just use images sparingly as you don't want to overwhelm your friends or followers.

- **Educate your audience on crowdfunding.** Whether you use your own personal blog or share other informative posts about crowdfunding, it's helpful to educate your network on what crowdfunding is before asking them to support your project.

The Pubslush Project Page

When creating your Project Page on Pubslush, you'll have to provide a variety of information to educate your audience and prospective supporters and outline what they'll be pledging their money towards. Careful consideration, time, and effort should be taken when constructing your Project Page.

- **Choose your type of project.** Are you crowdfunding for a book, screenplay, event, philanthropic cause, or some other type of project?

- **What's your project?** Be sure to be as specific as possible in the project description. What is the main goal of your project? What makes your project unique? Share your story and why people should support you. Provide your audience with a clear vision of your project and the goals of your crowdfunding campaign.

- **Who is the target audience of your project?** Tell us who will love your project and why.

- **Use images.** Like we previously mentioned, visuals are a great way to entice readers to your page. They also help in connecting people to you and your project. Images should be used to support your description and provide a visual explanation of your project.

- **Videos are key.** Crafting a compelling video is important if you want to create a personalized and engaging crowdfunding campaign. Videos are a great way to personally connect with your audience, which will make people more likely to financially pledge to your project. Videos by no means have to be professionally produced. More personal homemade videos, like recording with a smartphone or creating a slideshow with a voiceover, can be just as effective and easy to make.

Reward Levels

Reward levels are not only a way to entice your supporters, but to thank them as well. Creating reward levels is an opportunity to have fun and get creative with your campaign, too.

You should offer your supporters a wide range of reward levels to choose from. We suggest **5-7 varied tiers**.

Your lower reward levels, falling in the **$1- $25 range**, should be simple.

> **For example:** An author can offer things like a thank you note, an ebook, a print book, and acknowledgment of support in the book. (People love shout outs, you know. Hey Mom!) These are things that don't cost much, but that acknowledge support in a personal way.

We encourage you to be creative from the start, but focus the bulk of your creative energy on the higher reward levels. These levels, which fall within the **$50-$1,000+ range**, are where you should really start to think out of the box. Remember, you can offer a limited number of higher rewards. You'll want to offer something that doesn't cost you much, but that has high value to your supporter.

When creating reward levels, we urge you to think about what you have to offer. Do you possess a special skill or have a particular area of expertise? Offering your time is a cost-effective reward. Say you're a chef. You could offer cooking lessons (via the Internet or at home if geographically plausible), to cook a romantic dinner for two, or to ship a batch of your award winning macaroons (you know, if macaroons are your thing). If you're a yoga instructor, you could offer free classes, a yoga video instructional guide, or tips for beginners. You get the idea. Work with your skills when devising your reward levels.

When you're creating your reward levels you'll be asked to provide an **Expected Delivery Date*** for each reward. Do your best to determine when you'll realistically be able to fulfill and deliver your rewards.

*Remember to factor in the estimated cost of shipping in your minimum funding goal.

Reward Level Ideas

Recognition: If you're an author, acknowledging your supporters in your book is a great touch. If you're crowdfunding for a different literary-based project, you should find a similar way to acknowledge the supporters that helped to bring your project to life.

Memorabilia: Especially for lower reward levels, fun, limited edition memorabilia is a great way to give your supporters a branded keepsake from your project. Everyone loves a good tote bag or mug, but feel free to get creative and offer something unique that represents your project!

Book/Product: For authors, offering your book is an obvious reward that will allow you to collect pre-orders during your campaign. This way, if you get 100 supporters for your campaign, you've already sold 100 books pre-publication!

Unique or individualized service: As mentioned before, your rewards are a great way to offer any special skills or services you may have. This is a cost-efficient way to provide people with rewards of value. Plus you get to show off your skills! It's a win-win.

VIP Access: Incorporate any special events or promotions involving your project as a reward. If you're an author and you plan on having a book launch party, include tickets to this event as a higher reward level. No book? No Problem! Host a "project creator meet and greet" as a reward. Just be sure to specify the location of the event and that transportation will not be provided for reward recipients.

Creative Offerings: The more creative your rewards, the better! Feel free to bounce ideas off of our team; we'd love to help brainstorm reward ideas with you.

Ideas we 🖤

Having a **$1** reward level. It shows people you're gracious for any amount donated. Plus, people are usually more willing to donate a smaller amount and those dollars can add up!

Saving a reward idea to release at a certain point in the campaign. For example, if you want to recapture your networks' attention mid campaign, this is a great update and incentive. We call these guerilla rewards. Check out **page 27** to learn more.

Funding Goal

Research the costs of producing your project to create an accurate and attainable goal.

Minimum Goal: Your minimum funding goal is the absolute lowest amount you'll need to produce your project and successfully fulfill your rewards. Your minimum goal must be at least $500. This goal is not displayed publicly, but is the funding amount your project has to surpass in order for you to receive your funds.

Maximum Funding Goal: Your funding goal is the ideal amount of money you'd like to raise and is the number shown on your campaign page.

Example:

- Minimum Funding Goal: $1,000 **(The amount needed to produce your project + fulfill your rewards.)**

- Maximum Funding Goal: $2,500 **(The ideal amount you'd like to raise that will help you to produce your project to be the best it can be.)**

If you're able to raise $1,000 or above, you get to keep the funds you raise. If you don't raise the $1,000 minimum goal, none of your supporters will be charged and you won't receive any of the funds. Of course, you can always raise more than your funding goal.

Keep in mind that every campaign is going to be different. No two campaigners are alike. We all have different networks, goals, and projects.

Developing Your Marketing Plan

Developing a detailed marketing plan before the launch of your campaign will help to streamline your promotional efforts and keep you on track during your campaign. Crowdfunding requires consistent outreach to your network; if you stay organized, you will maximize your overall success.

Here is an example of a campaign strategy:

Pre-campaign

- ☐ Create a list of 5-10 initial supporters you can ask to fund your campaign within the first 48 hours of it going live.
  - ☐ Reach out and secure these supporters. These should be people you can send your campaign link to as soon as your project goes live. This will provide you with initial support to kick off your campaign.
- ☐ Create a list of the people you'd like to reach out to from your personal and professional networks.
- ☐ Begin a 3 day countdown on social media.
- ☐ Post on your blog about the upcoming campaign, and be sure to explain what crowdfunding is for those who are unfamiliar with the process.
- ☐ Create a contact list for potential bloggers who write about topics related to your literary project to reach out to about your campaign.
  - ☐ Start to reach out to those bloggers, asking for promotion of your campaign in exchange for a cool promo item. If you're an author, a signed copy of your book is always a good promo!

Week One

- [ ] Day One: Reach out to initial supporters letting them know your campaign is live and ready to share by providing them with the link to support.
- [ ] Send a campaign announcement to your network asking for them to support. The more personalized the emails, the better.
- [ ] Personally Facebook message two new people a day

Week Two

- [ ] Promote your campaign on all of your social media platforms. Start giving those shoutouts to supporters
- [ ] Post on your blog about the campaign thus far.

Week Three

- [ ] Keep supporters updated.
- [ ] Roll out new reward incentives. For example, announce to your network that "the first 10 people to donate in the next 3 days will receive a lovely coffee mug with their reward."
- [ ] Follow up with bloggers now that your campaign is live and has generated support. We recommend providing them with sample tweets, posts, images- any promo material you can send. A blogger is more likely to promote what you've asked when you do the work for them.

Week Four

- [ ] The final countdown! Follow up with the people who have said they would support your project, but have yet to do so.
- [ ] Consider introducing last minute "home run" rewards to entice last minute supporters! What's a home run reward? Is this the same as the "guerilla reward"?

The Pubslush Pre-Campaign Checklist

Below is a list of the most important aspects of your pre-campaign strategy. This timeline will serve as a guide and reference for you as you prepare your Pubslush campaign. If you dedicate time and passion to your project, you will have a much greater chance for success.

Keep in mind that all campaigns are unique and the timelines can be adapted based on the needs and desires of the campaigner.

60+ days prior

If you do not already have your online presence established, this period of time could be dedicated to branding development. Consider designing your own personal website, creating a blog, and establishing connections on social media platforms.

30 days prior

- Begin your Project Page
  o   Draft your overview & project description
  o   Create your reward levels
  o   Consider incentivizing with a separate, guerilla reward for early supporters (or planning a mid/late campaign special reward release)
  o   Create a video for your project page
- Consider expanding your social media network by:
  o   Linking each social media platform to your Pubslush URL
  o   If you don't have time to manually update each of your social media platforms, consider linking your Facebook and Twitter profiles for automatic double posting
  o   Make a list of 3-5 campaign hashtags to consistently use throughout your campaign (Remember, get creative with one or two!)
- Order business cards: Use consistent branding and links to your online profiles

Remember! Your vanity Pubslush URL is your forever and will always lead supports to your project page. A vanity URL is one you customize yourself (ex.www.yourbookstitle.pubslush.com).

- Develop your marketing plan
  - Make a list of groups, companies or organizations that align with your project
- Connect with them in the real world and/or online
  - Now's the time to reach out to those bloggers with a similar vision or passion and begin organizing guest posts or promotional opportunities

7 days prior

- Review '30 days prior' check-list
- Finalize all profile page details
- Ramp up marketing and promotional efforts for campaign
- Enlist a minimum of 5-10 guaranteed people to support your campaign once live

Pubslush Prep

Pubslush Prep is a program designed to provide our campaigners with customized and hands on campaign support. Our various levels allow you to choose the amount of assistance you'll need throughout your campaign. If you'd like additional assistance beyond the basics, take a look at what we have to offer.

Basic Prep - Free

- Pre-campaign Checklist
- E-mail templates for pre-campaign/post campaign supporters
- Initial e-mail introduction with campaign relations coordinator
- Reward level consultation

Bronze Prep - $50

- Pre-campaign Checklist
- Customized e-mail templates for pre-campaign/post campaign supporters
- Initial e-mail consultation with campaign relations coordinator

- The initial consultation is a way for the campaign coordinator to better know you and your campaign. Post-consultation will include a strategized brainstorm session, campaign review and promotional tips.
- Reward level consultation and creation
- 30 minutes of phone time with campaign relations coordinator
- Finalized edits to project page
- Unlimited e-mail correspondence with campaign relations coordinator

Silver Prep - $75

- Pre-campaign Checklist
- E-mail templates for pre-campaign/post campaign supporters
- Initial consultation with campaign relations coordinator
- Reward level consultation and creation
- 60 minutes of phone time with our campaign relations coordinator
- Finalized edits to project page
- Unlimited e-mail correspondence with both our campaign relations coordinator and social media director.

Gold Prep - $175

- Pre-campaign Checklist
- E-mail templates for pre-campaign/post campaign supporters
- Initial e-mail consultation with campaign relations coordinator
- Reward level consultation and creation
- 60 minutes of phone time with our campaign relations coordinator
- 60 minutes of phone time with our social media director
- Unlimited e-mail correspondence with both our campaign relations coordinator and social media director
- Feature on the Pubslush blog
- Customized tweets and Facebook statuses for the beginning stages of your campaign
- Shout out on Pubslush's social media: 5 tweets and 1 Facebook post throughout the campaign

Platinum Prep - $250

- Pre-campaign Checklist
- E-mail templates for pre-campaign/post campaign supporters
- Initial e-mail consultation with campaign relations coordinator
- Reward level consultation and creation
- 90 minutes phone time with our campaign relations coordinator
- 90 minutes phone time with our social media director
- Unlimited e-mail support with both our campaign relations coordinator and social media director
- Customized tweets and Facebook statuses for the beginning stages of your campaign
- Shout out on Pubslush's social media: 10 tweets and 1 Facebook post throughout the campaign
- Feature on the Pubslush blog
- Opportunity to guest post on the Pubslush blog, subject to approval of the Pubslush team.

Strictly Social Media Package - $100

- Pre-campaign Checklist
- E-mail templates for pre-campaign/post campaign supporters
- Initial e-mail consultation with campaign relations coordinator
- Unlimited e-mail correspondence with both our campaign relations coordinator and social media director
- 60 minutes phone time with our social media director
- 60 minutes phone time with our campaign relations coordinator
- Unlimited email support with both our campaign relations coordinator and social media director
- Customized social media packet including: Tweets & Facebook statuses for the entire duration of your campaign
- Promotion on all of Pubslush's social media tools for the duration of your campaign

Please note that all Pubslush Prep packages are optional and meant to complement your own crowdfunding promotional efforts. Pubslush is not responsible for unsuccessful campaigns. In addition, payments are required upfront for all Pubslush Prep packages.

Live Campaign: Go Time!

Overview

Once you launch your campaign, it's time to implement your marketing plan. This section will go over the steps you'll need to take to implement all of your pre-campaign work and marketing plans.

Reaching Out To Your Network & Beyond

The key to successful crowdfunding is using your own network and finding your niche audience, which will help expand your reach. Here are the phases of outreach you should go through during your campaign:

①

Round One: The Fire Starter
Round one of outreach should start before the campaign goes live. Reach out to 5-10 of your closest friends and family to enlist them to spur your campaign. A campaign that already has a solid foundation of support on day one will entice people to donate. People are simply less likely to donate to a campaign that's at $0 or has minimal funding.

②

Round Two: Shout It From The Mountains
After you get those first initial supporters to build the momentum of your campaign, it's time to do a broader reach out. Your extended network awaits:

- Friends
- Family
- Co-workers
- Acquaintances
- That neighbor you dog-sat for that one time. They owe you a favor!

It's important to ask your potential supporters to share your campaign with their network, too. Providing them with an email template they can quickly copy, paste, and send makes sharing easy and efficient for them! Think of it as a snow ball effect: a supporter tells his or her own network, attracting more supporters, and thus the process repeats itself...
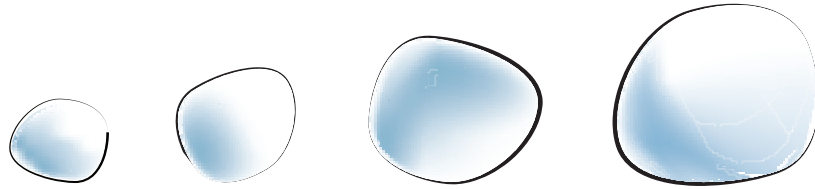
3   Round Three: Think Bigger

Your inner circle and your extended network have been invited to support. Now it's time to think bigger. In your marketing plan, you should've developed a list of potential organizations you could reach out to that would be interested in your book. Now that you have a foundation of support, it's time to reach out to these organizations.

Ideas we ♥

Make special reward levels targeted towards the organizations you plan to reach out to. For example, if you plan to reach out to book clubs, make reward levels that specifically target them by offering a bulk order discount and special perks like a Skype interview with the author.

(4) **Round Four: Getting Social**

By now, you should have a solid funding foundation and are ready to really hit the social media platforms. Although you should've been creating a buzz about your project on social media prior to this, now is the time to get aggressive. Search relevant hashtags and connect with people outside of your network. Make it personal. Sending out mass tweets or Facebook messages is unlikely to elicit a response. Giving a personal touch to your social media correspondence will make people more interested in what you're saying.

Use images. Images attract attention!

(5) **Round Five: Follow Up!**

We are all busy and although we may have the best intentions, sometimes things get lost in the shuffle. If someone has said they'll support your campaign but has yet to do so by the final week, there's nothing wrong with sending them a polite email or message to remind them that time is running out and that you'd greatly appreciate their support. People are more likely to act when there's a time crunch.

Breaking down your outreach into phases will help you to maintain momentum throughout your campaign.

Engagement

It's very important to keep your supporters updated during and after your campaign. After all, they've made a financial pledge towards your project, so they'll be interested in hearing about your progress and staying updated about your project.

Use your **Project Wall** to keep your supporters updated throughout and after your campaign. Supporters receive automatic emails when you post on your project wall.

During your campaign, you can use the project wall to thank supporters, rally support, and connect on a more personal level. Using your Project Wall **1-3 times a week** will allow you to connect with your supporters and keep them updated without being too overbearing.

After your campaign, you can use the project wall to continue to thank supporters and keep them updated on the status of your project. For instance, write a post telling them when they can expect their rewards.

Campaigners can access their supporters emails through the Dashboard on their Project Page. Sending supporters a personalized thank you email after they've donated is a nice touch and allows for another opportunity to ask them to (please) share your campaign with their friends and family.

Sending updates on your social media is a great way to maintain momentum and build excitement. Always remain positive in your correspondences. Instead of saying, *"$1,000 more dollars to go",* say *"$1,500 pledged to my project so far by amazing people and still 15 days left to support!"*

Guerilla Rewards

Building and maintaining momentum throughout your campaign is very important. By using guerilla reward tactics, you can use your levels to build and maintain momentum, spice up your campaign, and promote new angles. Guerilla rewards should be a part of the marketing plan you create pre-campaign and should be devised to pique interest and compel supporters to pledge to your campaign.

"Early Bird Specials"

Campaigners can offer an early bird special that will entice people to support their campaign early on. You can choose to run this special for either a limited time or a limited number of people. For example, you could offer a personalized shout out or a dedication in your book to the first 5 supporters of your campaign, or for everyone who supports your project in the first 7 days. The choice of incentives and numbers is entirely up to the campaigner.

Limited Time Offer

Similar to the Early Bird Special, a limited time offer can be employed at any point in the campaign by adding an extra incentive for supporters who pledge their support during a certain

time frame. For example, after the first 10 days of your campaign, your momentum may begin to slow. This is a perfect time to roll out a Limited Time Offer and regain momentum.

New Reward Level

To freshen up your campaign, consider creating a new reward level (or two!) when you've reached the halfway mark. This provides a new way to promote your project and generate excitement and momentum as you charge into the second half of your campaign.

A Friend of Yours Is a Friend of Mine

Another tactic we recommend is rolling out an incentive that will encourage your supporters to recruit a friend or two to contribute to the campaign. This will not only expand your network, but is also a great way to get friends and family to actively partake in your campaign.

Quick & Easy Crowdfunding

If you build it, they will come. Have a solid foundation of 5-10 supporters that will jumpstart your campaign immediately once it's live. Having guaranteed supporters to build your momentum and get your funding number up immediately will entice more people to jump on the bandwagon and support your campaign.

Link it. Add your campaign link to your social media bios & email signature.

Show them you mean business! Order business cards with the link on it. You can get cards for free using Vistaprint.

Get personal & ask. Send a personalized email to your friends, family and network with a link to your campaign and ask them to donate. Also, get personal on social media, too! We can't stress this enough.

Blog away! Reach out to bloggers to promote your campaign. Guest blog posts about your crowdfunding experiences, blogs that promote indie authors, or genre blogs are great options.

Keep it fresh. Roll out a creative and meaningful incentive midway through your campaign to spice things up!

Updates, updates, updates. Continue to update people on your campaign wall & social media. Remember to mix up the content.

Everyone loves a good promo deal. Offer a special promo to bloggers who talk about your campaign. VIP tix anyone? Free book?
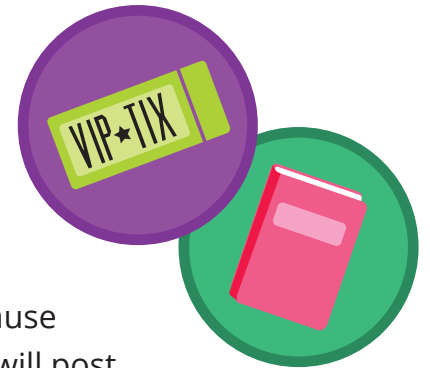
The Tag and Thank. Tag the last few people who donated to your cause in a Facebook status or tweet thanking them for their support. This will post your message to their network as well as your own, widening your audience. (Alternatively, tag people you think may be interested in your campaign but have yet to donate.)

The attention grabber. Post an excerpt from your book to your Facebook/Twitter that will grab the attention of your friends/followers and entice them to click your campaign link and read more!

Who's a fan? Consider creating a Facebook "Fan Page" for your project. This way, you can reach people outside of your immediate network. Incentivize people to like your page by offering fun and creative rewards to every 100th like.

Post Campaign: Now What?

Overview

Once you've successfully complete your campaign, the work's not over...sorry! But the good news is, now you have the funds to produce your project and an you've gathered an audience that's interested in your work. So the time has come to produce your project, fulfill you rewards, and learn from the ups and downs of your campaign. Also, an exciting aspect of Pubslush is that your project page will live on our website forever and will continue to be a place for you to update your initial supporters and drive traffic to your finished project.

Delivering Rewards

At Pubslush, we want all of our campaigners to honor their commitment to their supporters by fulfilling their rewards. Remember, your rewards are your way of expressing appreciation to your supporters and you're liable to fulfill them.

To access the names, emails, shipping addresses and the reward levels of your supporters:

- Go to the **Dashboard tab** on your **Project Page**
- Click **export supporters data**

This will download all your supporter information into an Excel document.

You can also use the email addresses to keep your supporters updated throughout the production process. Let them know how your project is coming along and when they can expect their rewards. We suggest updating your supporters about once a month while you're in the process of fulfilling your rewards.

Social Media

Just because your campaign is over doesn't mean you or your online presence should come to a screeching halt. Blog about post campaign life, instagram pictures of your completed projects, run giveaways on your Facebook, etc. The promotional options are endless, especially now that you have a tangible item.

Post-Pubslush Features

Knowing Your Audience

As you've probably noticed, the great thing about a crowdfunding campaign is that it connects you with your audience before your project is launched. At Pubslush we provide you with market analytics of the supporters of your campaign, including age, gender, geographic location, etc. We even show you how and when visitors came to your campaign page. This way you can learn which tweets did or did not work well.

These analytics are a way for you to determine who's interested in your project. This knowledge can greatly help you in future marketing efforts.

Using Your Supporters To Generate A Buzz

For Authors: One of the benefits of an author collecting pre-orders and fulfilling them before the book launch date is having a built-in base of readers that can help you to create a buzz when your book does come out. By keeping your supporters updated, they can keep their network in the know!

When you send your book, include a note thanking the supporter and telling them when the publication date is .

On the day your book comes out, contact the supporters who received copies and ask them to write a review for you. The more reviews your book receives within the first few days, the better!

For Literary Based Projects: You can use similar tactics to rally your supporters around the completion of your project.

Buy Button

If you've crowdfunded for a product, say a book or an app, you can use our Buy Button feature to drive traffic to the marketplace in which it's being sold once the product is produced. If you go to your campaign dashboard, you can add the buy link which will be displayed on your project page as a Buy Now button.

Thank you for choosing Pubslush, and good luck with your campaign!