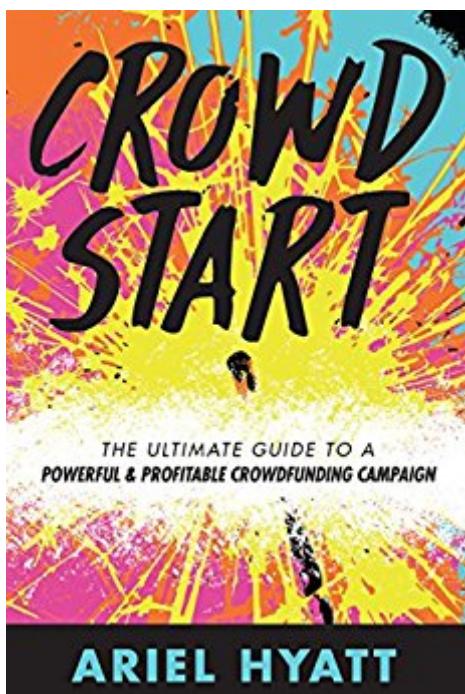


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# Crowdstart: The Ultimate Guide To A Powerful And Profitable Crowdfunding Campaign



## **Synopsis**

Want to rock a crowdfunding campaign? You're in luck! The game changer that allowed author Ariel Hyatt to take her brand and business from \$500K to \$1 million per year was raising money specifically, a crowdfunding campaign which raised over \$60,000. Ariel already had a successful and profitable business, but it was the extra cash that helped her put strategies into place and create products that made a massive impact. In CROWDSTART, Hyatt has culled everything she's learned about running a successful crowdfunding campaign and coaching others do the same. The book outlines includes killer strategies, sample emails, social media posts and a day by day action plan that takes you through your entire campaign. CROWDSTART really is the ultimate guide.

## **Book Information**

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## **Customer Reviews**

Good: This book has A LOT of detailed information and insight on the general principles of crowd development using social media, maintaining a crowdfunding platform, and a step-by-step timeline for a 30-day campaign. If you want to launch a crowdfunding campaign, this book will tell you literally what emails to send, how many Tweets you should send per day, and what kind of content you should provide at key milestones

Needs work: The first issue is timing. The book throws a lot of

"to-dos" at a prospective individual or business who wants to use crowdfunding. While the book mentions that you need a team, it doesn't provide a template for managing the time commitment within that team. In other words, some information on how the workflow process looks like in a potential crowdfunding might be helpful. The second issue is more information on adaptability. The book does an incredibly great job of telling you what you should do, but it doesn't address any obstacles. I would be interested in reading stories about failed crowdfunding campaigns as well as those that looked like they would fail but didn't. Overall, though, this is a great book that should help any newbie to the crowdfunding process overcome the first hurdle, taking the first step. Ariel Hyatt's confident expertise and really helpful information should be just the thing to ease any fears.

Ariel takes the task of crowdfunding your dreams and not only walks the reader through the process, but explains the "why" behind the reasons crowdfunding can be successful. Not simply a workbook full of checklists, but a book that will empower you not only rock your crowdfunding campaign but more importantly, build a fan base, a tribe, a group of supporters that will impact you long after your campaign has ended. I purchased the book halfway through my own crowdfunding campaign and was looking for help putting the campaign over the finish line (with about a month remaining). Crowd Start is full of literal and actionable steps to obtain real time results. By using the timeline, the chapter on "Assets" and utilizing Ariel's roadmap, I have been filled up with all of the knowledge I need to carry this campaign through to fruition and success! Highly recommended reading whether you're just dreaming about a kickstarter, indie-go-go or other crowdfunding platform campaign or right in the thick of it.

I'm only about halfway through this book, but I can already say that if you are starting a crowd-funding campaign (or even just considering one), this book is a must-read. It seems that too many people don't properly prepare for such a campaign, and there's much work to do prior to launch. "Crowd Start" essentially gives you the road map and timetable regarding what you need to accomplish, and when. And author Ariel Hyatt knows what she's talking about - she successfully completed her own crowd funding campaign, and has guided clients at her PR agency through the process as well. You get a proven, actionable plan. Well worth the price...and then some.

Ariel Hyatt's book is so crammed with useful advice that it is hard to finish... I keep running off to update or improve some aspect of my online presence. She is profoundly, continually helpful and reliable. She shows us how to build a foundation and a business, and to follow it up with the

fundraising aspect. I recommend this book to all musicians who are committed to a career in music and a life of useful service to humanity.

Absolutely AMAZING!!! This book is a MUST READ for anyone starting a crowdfunding campaign! From start to finish Ariel includes a creative easy to understand road map for anyone looking to carry out their crowdfunding goals with ease. Ariel's approach is realistic and encouraging. She brings a wealth of personal knowledge and excitement to the table making you feel like she's right there on your team. Super fabulous read!!!

A must read for anyone wanting to raise money, especially in the music business. How good is it? I just bought a second copy for my artist because I don't want to give her mine. This is a gold mine of information. Step by step examination of what it takes to be successful with a clear road map in organizing your own campaign. I have other books and articles on the same subject. This one is masterful.

This primer on how to run a successful crowdfunding campaign is a must have. Through a step-by-step guide, Ariel Hyatt guides you through each detail you need to be a record-setting success. Clear, practical and concise, buy it and get ready to blast off!

It's not often that you find a guide for anything digital that isn't full of fluff. Ariel has spent years (literally) building up her strategies on how to crowd fund, and she lays them out in simple step-by-step strategies throughout this book. A MUST READ if you've ever tried a crowdfunding campaign and failed or are looking to start one in the near future.

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