Profits In Advance

Introduction Notes Section

CROWD FUNDING !

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CROWD FUNDING IS A NEW AND

INNOVATIVE WAY TO

FUND YOUR CREATIVE PROJECT !

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and a large group of people can be a tremendous source of money

as well as encouragement to get your Kindle ebook written, promoted & outsourced for Free!

Depending on the Crowd Funding site you decide to launch on to get your "Book Advance" ....

You can choose a Crowd Funding site that is powered by a unique all-or-nothing funding method where projects must be fully-funded or no money changes hands .

OR

A site which will give you the money raised no matter what your goal was in exchange for a small percentage of the funds that were raised.

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The Two main Players are:

Kickstarter.com which is US only

Indiegogo.com –which is Global

Crowd Funding focuses on
Creative Projects.

It's a great way for :

Kindle eBook Writers
Create Space Writers
Artists
Filmmakers
Illustrators

and others to bring their projects, events,
and dreams to life.

In Crowd Funding, the word "project" is just as important as "creative" in defining what works in the Crowd Funding arena.

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A project is something that has a clear beginning and end.

Someone can be held accountable to the framework of a project .

A project was either completed or it wasn't — and there are definable expectations that everyone can agree to.

This is imperative for every Crowd Funding project.

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Crowd Funding is not a place for soliciting donations to causes, charity projects, or general business expenses.

Although with a little creativity & twist, these can get listed & funded as well..

All-or-nothing funding?

On the Kickstarter.com Every Crowd Funding project must be fully funded before its time expires or no money changes hands. Why?

1. They feel It's less risk for everyone. If you need $5,000, it's tough having $2,000 and a bunch of people expecting you to complete a $5,000 project.

2. It allows people to test concepts (or conditionally sell stuff) without risk. If you don't receive the support you want, you're not compelled to follow through. This is huge!

3. It motivates. If people want to see a project come to life, they're going to spread the word and so will you.

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Flexible Crowd Funding site?

On the Indiegogo.com Crowd Funding projects have a dual type of Profit system

1. Under the **Flexible Funding** option it pays this way:
   You reach your goal – their take is 4%

   You don't reach your Goal- their take is 9% but you get to keep what you earned

   (This encourages you to PROMOTE your campaign).

2. Under the **Fixed Funding** option it pays this way:
   You reach your goal – their take is 4%

   You Don't reach your goals-You Get **0% and you contributors get refunded.**

Also On Indiegogo.com

A Third Party fee of **3% for credit card processing.** Plus a $25 wire fee for non-U.S. campaigns. Currency exchange fees may also apply.

Third-party fees do not apply for refunded contributions on the **Fixed Funding** option if you do not meet your goal.

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So…. Why would someone want to support my project?

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REWARDS!

Project creators like you will inspire people to open their wallets by offering smart, fun, and tangible rewards.
(products,benefits & experiences).

Why else.....STORIES!

- Crowd Funding projects are efforts by real people who want to do something they love, something fun, or at least something of note.

Does Crowd Funding take some percentage of ownership or intellectual property?

Absolutely not. Project creators keep 100% ownership of their work.

I only need to raise a small amount of funding. Is Crowd Funding for me?

Absolutely! Crowd Funding is for creative projects big and small, serious and comical, traditional and experimental.

Small projects that you can do over a weekend are perfect for Crowd Funding

I only need to raise a small amount of funding. Is Crowd Funding for me?

In fact, the most common projects on Crowd Funding are not big blockbusters but smaller projects that raise $5,000 or less.