

Creating a Visual Plan for Crowd Funding



**It's not enough to just think about how to start a crowd funding campaign
you need to visually see it**

A little About Me

There are entrepreneurs and there are infopreneurs. I am an infopreneur, which is one who financially gains from giving away information. For several years I have studied Crowd Funding, read many books, listened to all the crowd funding expert webinars, visited the crowd funding forums, and have written and compiled many notebooks with many useful resources on how to crowd fund successfully.

Because of my past failure in crowd funding and my today crowd funding successes, I now qualify as an expert adviser in the how, what, when, where and whys of starting and maintaining a crowd funding campaign. More and more people are fund raising through crowd funding for their financial needs, and for good reason, as there is a lot of money to be raised. You no longer need to apply for grants to fund your project or cause.

You need to "Work Smart" -- know how to proceed using the right tools in the proper order. The key is to understand your success in crowd funding is dictated by your ability to work on **ALL** the components not just some.

Happy Crowd Funding



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Preparing a crowd funding campaign does not have to be a long road to success if you follow the process. Most people start a crowd funding campaign quickly and without much thought and go down a long road to failure. A good marketing plan can make it a shorter route to success.

“Proper Prior Preparation Prevents Poor Performance”

A **“Marketing Plan”** is what you need.

The entire purpose of this marketing plan is to help you reach your crowd funding campaign goal.

Your marketing plan will clarify where your campaign can or cannot go and what the future holds for your chosen cause/project.

Write this marketing plan for you, not for a person you want to fund your project/cause.

I know many people will say I don't need a marketing plan because my plan is to make money from crowd funding contributors so I can finish my project. And I understand this way of thinking but the question here is “How are you going to reach your contributors?” It doesn't just happen; you need to have a marketing plan.

It has been said and I believe proven, that every minute you spend in planning your campaign will save 10 minutes to the launch. I'm not sure who claims this but I know this to be true.

You need to understand what the process is before preparing your plan. So let's get started.

(a) - What is a marketing plan?

Like a business plan, a marketing plan is a map that will provide you with the answers to questions you probably never thought to ask yourself. For example: Can you afford to invest almost 75% of your time in starting a crowd funding campaign? A marketing plan forces you to stay on the right path by following a detailed map which will result in reaching your goal and destination.

(b) - Why is a marketing plan important?

It's important because without a plan, a path or route to get to your destination you will bounce all over the place not gaining any ground whatsoever. You need a map (which is your marketing plan) and then you need to follow it. Even if crowd funding is not required and you are looking for validation of your project or cause, a plan is still needed. Your plan will clarify what is needed to reach your goal and how long it is going to take. You will be able to predict if your choice of marketing is going to be feasible or not. This will consist of, who your donors are, how much funding do you need, how long it will take, and what your exceptional benefits should be. This marketing plan document that you are going to create will also remind you of why you are starting a crowd funding campaign and will act as an inspirational guide.

(c) - How to plan a crowd funding campaign!

Start with the end in mind. Honesty is one of the main factors. You must be honest with yourself when answering your own questions. Think of the benefits for the public and your donors. Without a great benefit for the public you will not reach your destination. This cannot be just self-serving. Set your mind to servicing the public with a benefit from your cause/project and give your contributors a great return on their donation. This has to be your main goal. **"Your reward"** for this great cause/project is the end result your marketing plan will bring... and that is... A successful campaign!

The structure of the marketing plan!

1 - Prepare an elevator pitch!

(This means 30 seconds long) This consists of the Irresistible Offer*. Your pitch needs to answer the following questions:

- What are you selling me? (**book**)
- How much is it going to cost? (**Free**)
- What's in it for me? (**Access to needed funds**)
- Why should I believe you? (**A marketing plan makes sense!**)

e.g., The “Creating a Visual Plan” book provides all needed information for a marketing plan to access needed funds through crowd funding with very little or no financial investment that can bring you thousands of dollars from crowd funding platform sites like Indiegogo.com

2 - All about you!

Are you qualified to start a crowd funding campaign?

How did you get to this point of wanting to crowd fund?

Don't start a crowd fund campaign just because it looks like it's going to make free money. First train yourself to crowd funding.

3 - What do you want to achieve?

e.g., Making money! Artistic goal! Becoming well known for your project.

Decide exactly what you want to achieve.

*How to write “The Irresistible Offer”: <http://www.purewebprofit.com/Dec3seminar.html>

4 - What is your vision?

Discuss the vision of your cause /project. Look past tomorrow. Don't let your present conditions dictate the vision of your future.

e.g. You want your invention to help millions of people in the next 6 months or you may want to make millions of dollars in the next 6 months. Be honest and truthful to yourself. What do you want the end goal to be?

5 - What is your cause/project?

Is there anything special or unique about you or your cause/project? What do you have that is different or will stand out from the others who are campaigning for the same objective?

You need to be competitive with other campaigns in ways other than just your rewards. You will have something that other campaigns don't have; you just need to think very hard about it. We all have something that is unique. We just need to think about it. You don't need to be different by a massive amount, just that small unique change in your campaign can make you stand out from all the others. e.g. an image of a movie star using your invention, a video, a pitch.

6 - What is your campaign about?

What are you asking for? You must decide what your cause/project is and who will donate to it.

- Is your cause/project going to “solve problems” or is it a “pleasure” cause/project like manufacturing a special chocolate coated potato chip?
- Who are you targeting? Men, women, or children and what age are the targeted donor?
- Can your cause/project fulfill needs and make donors feel like they want to help with your campaign. Will their life be better? You want to show how your cause or product will enrich them in some way.

- Can you incorporate changes being made into your campaign if needed?

The size of your goal is important. If the financial goal is too high then it will be questioned by the donor of why you need that much. Stay realistic when choosing a financial goal.

7 – Understand crowd funding and what needs to be done and why!

This is what will make your campaign travel in all the right directions. If you are not good at certain components of crowd funding then source it out but make sure you understand what needs to be done and why. Understanding crowd funding is like understanding your donor's needs. You will have donors that are into bargains so you will need to give them a perk that is irresistible and you will have donors that are into quality then you will need top brand perks for them. It's all in the marketing and understanding the needs of your donors. Marketing the right way is what keeps your campaign alive and also sets you apart from other campaigns, and gets you closer to your goals at the end of the day. In other words, make your perks top quality and affordable for everyone.

8 - Your delivery!

Do you have the right resources, and the right technology, e.g., a website or an auto-responder? Do you have the right packaging? Everything you need to deliver your product/service to the donor?

Whether it is a physical delivery or an electronic delivery, you must plan your delivery. Get it in place before you launch your campaign.

You must have a goal with the “end” in mind. The end is not “profit” the end is successfully reaching your campaign goal for your cause/project and adding more value to your campaign with desirable rewards.

The sole purpose of most people when starting a crowd funding is MONEY. There is more to it than that. So many people have been online with their crowd funding campaigns for months and have never come close to their goal. There is a reason for this. Improper market planning and preparation!

A direction and a mindset are needed. The mindset here is a mission to add value to your campaign. You don't ask yourself “How can I get more donations?” - You ask “How can I add more value to my campaign, how can I give more benefits and how can I get the donor involved by helping to spread the word”.

When your concentration goes to giving more value, the donations will follow. Focus your mind on how you can serve your contributors better and the money and success will be quicker and greater than just trying to beg for a donation. Create a mission.

Disney is one of the biggest money making businesses going yet their mission is to create happiness by providing the finest in entertainment for people of all ages everywhere.

Apple's mission is to produce high quality, low cost, easy to use products that incorporate non-intimidating high technology for the individual.

Google's mission is to make the world's information universally accessible and useful.

June Hollister's mission is to create the best crowd funding boot camp by providing all the needed training for everyone to succeed in a crowd funding campaign.

Focus on your crowd funding campaign benefiting others.

<http://www.crowdfundingbc.com>

9 - Your mission:

(Should you decide to accept it) - Have a cause/project of outstanding quality with outstanding rewards for donations from donors everywhere. So the tradeoff is "Value" for "Donations". (This e-book will not self-destruct in 5 seconds!)

To accomplish your mission you need to:

- Refine your campaign (what is it you are offering compared to other campaigns)
- Create a "UDB" Unique Donor Benefit (what can you give to your donor no one else is giving)
- Create a compound tier (a compound tier will increase the donation)
- Write a press release that shows how your cause/project will benefit others.

10 - List no less than 5 values!

Rewards you think would be most important to your donor. e.g., Advertising, recognition, physical products, campaign results, contact with campaigner. Rank these in order of priority. (Check other successful campaign sites to see what they offer and how they prioritize them.)

11 - List no less than 5 ways to reach your average donor!

e.g., website, social media, Facebook, Google+, Twitter, PPC, blogging, offline advertising, business cards, press release, local club.

12 - List how the industry has changed in the last 5 years!

Keeping your cause/project in mind.

13 - List what changes you think you can expect in the next 2 months and can you make those changes within minutes!

14 - List 3 things you would like your donor to say about you!

(What I would like people to say about me is that I am an honest compassionate person and I over-deliver with so much value. *“And then be it, do it and live it.”*)

15 - List at least 5 ways to convert other campaigners' donors to *your donors!*

e.g., commenting on other campaigners' blogs/websites/campaign page, offering a special value, donating to other campaigns.

16 - List no less than 5 meaningful ways to keep your donors coming back!

e.g., thanking them on your social media and on your campaign page, updating your blog with a thank you.

17 - List at least 5 differences between you and other campaigns similar to yours!

18 - List at least 5 “unique” values and guarantees you can offer your donors!

19 - Branding (pictures speak louder than words, so use pictures.)

A brand is not just about your Logo. It could also be a slogan.

e.g.,

- L’Oreal “Because you’re worth it”
- Burger King “Have it Your Way”
- Maxwell House Coffee “Good to The Last Drop”
- June Hollister “You don’t need money to make money - You only need the right information”

Marketing... what is it?

Marketing is giving people what they want, need, can use and will donate to and then providing that reward in a timely, cost effective manner. Marketing is about how you present your campaign and how the donor sees you and your cause/project.

When doing a marketing campaign don’t focus on the cause. Focus on how their donation will affect the cause and how they will benefit from their donation. Again, back to the “Irresistible Offer”!

Do not try and sell your cause/project if it is not strong. Sell the benefits and the rewards they will get for donating to your cause/project.

20 - Write a marketing summary for campaign.

You must answer all these questions when writing your marketing summary campaign in a short and very brief presentation.

<http://www.crowdfundingbc.com>

Here is a guideline to help you write a marketing summary for your campaign.

- 1- **Who:** are you? (a consultant who will provide info)
- 2- **What:** are you raising money for? (equipment to stream a boot camp event)
- 3- **When:** will your project take place? (June 24)
- 4- **Where:** will your project take place? (Ramada Inn in Clearwater Fl.)
- 5- **Why:** are you raising funds? (for those who cannot afford a \$1,000 to attend)
- 6- **How:** can people get involved? (by posting to social media & commenting)

e.g; Summary from above guideline

I am a consultant who will provide all needed information to start and maintain a successful Crowd Funding campaign in June through a 3-day Boot camp event at the Ramada Inn in Clearwater Fl. (this answers #1,3,4)

We need your help to raise \$2,000 for equipment to stream the 18 hours of training for those who cannot attend the \$1,000 Boot Camp event. (this answers #2,5)

You can help support our campaign by posting to Facebook, Twitter, Google +, Pinterest and LinkedIn. (this answers #6)

And please leave a comment on our campaign page and let us know how you think we can improve our campaign to benefit you. (this answers #6)

News reporters read only the summary and if you can't answer all those questions for him in less than 15 seconds he will not run your campaign story. The summary is so very important and it must sum up everything in just a few sentences.

21 - Write at least 5 Free Marketing Techniques!

e.g., Forums, Business Cards, Elevator Pitch, Email Signatures.

Offering extra bonus rewards!

e.g., Courses, eBooks, Reports, Samples, Seminars, Information, How to Guides, How to videos, Audios (Camtasia & Audacity). It's all about giving as much value as you can.

Asking people to **"Share your campaign"** is a great free marketing technique. You must keep in mind that your cause/project has to be worthy of someone's support or it can backfire on you. Offer a value (*maybe a mention of them on your blog*) to the people that can't donate money but will tweet, Facebook, Google +, your campaign.

Become an Expert... Know Your Stuff.

Understand the importance of Online Marketing. If you were to cut expenses do not cut in the front end which is your marketing.

4 Critical Marketing Strategies

BLOG/WEBSITE

- Your blog/website is the key marketing strategy because you must have somewhere to direct donors for updates and information prior to the launch.
- Whether you are pitching online or offline, impression is a major priority. Remember you only have 3 seconds to make an impression or they will move on quickly. Use the Irresistible Offer formula to keep them on your blog/website. And use your offline pitch to get them to ask you questions about your campaign and then hand them your campaign business card.
- The message on the blog/website is more important than the design, and it needs to be content and keyword rich. No Flash. If it takes too long to load they will move on.
- Your site has to be benefit driven. You must express how the donor is going to benefit.
- Your site needs to be easy to navigate. (KISS) Keep it simple stupid. Don't make it difficult to figure out where to go to donate.

ADVERTISING/SIGNAGE

- Newspapers/Magazines/ Trade Press... These types of advertisement should be your last resort. There are too many other ways to promote your campaign.
- Sponsorship... If there are any events you can have your campaign blog name on e.g., T-shirts or hats, but only if the audience is targeted traffic.
- Radio/TV... Very expensive. Do this only if you have the funding.
- Website advertising ... PPC/Banner Ads... Again on the bottom of the list.
- Bill Boards... Again very expensive.
- Newsletters... Other people's newsletters. This is affordable and feasible.
- Car Signage... Again affordable and feasible. Car door magnets.
- Merchandising... Giving out Hats, Pens, or Mugs with your campaign url on it. Anything except calendars. Calendars are a waste of money.

<http://www.crowdfundingbc.com>

DISTRIBUTION / DIRECT MARKETING

- Leaflets
- Newsletters
- Catalogues
- Brochures
- Emails
- Video /Audio
- Letters

PLACES TO PROMOTE YOUR CAMPAIGN ONLINE

- Facebook
- Twitter
- Google+
- Pinterest
- LinkedIn
- Forums
- Your Blog
- Other peoples' blogs
- YouTube
- Flickr
- Google Chat
- Your Website
- Article Reports
- Your Profile-anywhere it appears online
- Seminars

PLACES TO PROMOTE YOUR CAMPAIGN OFF LINE

- Business Cards
- Flyers
- Postcards
- Events
- Conferences and Trade Shows

<http://www.crowdfundingbc.com>

- Fundraisers & Benefits
- Pr Campaigns
- Give it to Your Parents
- Real-Life Social Networks

A word of advice! If you can't measure it don't use it. In other words if you can't figure out how much the campaign costs per contributor don't do it.

22-From the above list, write at least 10 online marketing strategies you want to use.

Profit and Cash...Understand the difference between the two.

Cash is the amount of money that is coming in and Profit is the amount of money left over after you have paid all the expenses for the campaign. Too many do not take into account the amount of money that is going out and only see the amount coming in. We are all thrilled when we see our first dollar being donated but did you look at what it cost to get that dollar?

Don't offer a reward for \$5.00 that is going to cost you \$6.00 to deliver or offer a reward for \$5.00 that will take you hours to produce.

In conclusion:

While there's no magic solution or secret weapon to guarantee the success of your campaign... following this marketing plan in this book will give you a greater chance of reaching your goal.

OK, so now you know what goes into your marketing plan. The next step is to actually create one. It is not a hard task but it may take you a little time.

Remember this plan is to be written as a road map for you to have a successful crowd funding campaign.

The Visual Plan Document

1 - Prepare an elevator pitch! (This means 30 seconds long!)

2 - All about you! Are you qualified to start this crowd funding campaign? How did you get to this point?

3 - What do you want to achieve?

4 - What is your vision?

5 - What is your offer?

6 - What is your market?

7 – How and where are you getting the rewards?

8 - Your delivery! How are you going to deliver your rewards to your donor after they donate?

9 - Your mission: Using the sample provided, write down your mission.

10 - List at least 5 values. What you think you donor would value from you.

11 - List at least 5 ways to reach your donors.

12 - List how the industry has changed in the last 5 yrs. (keeping your campaign in Mind)

13 - List what changes you think you can expect in the next 2 months.

14 - List 3 things you would like a donor to say about you. (Then be it, do it and live it)

15 - List at least 5 ways to convert your competitor's donors in to yours.

16 - *List at least 5 ways to keep your donors coming back.*

17 - *List at least 5 differences between you and other campaigns like you.*

18 - *List at least 5 “unique” values and guarantees you can offer your donors.*

19 - *Branding (pictures speak louder than words, so use pictures.)*

20 - Write a marketing campaign.

21 - Write at least 5 Free Marketing Techniques

22 - From the above list, write at least 10 online marketing strategies you want to use.

Resources:

The Irresistible Offer <http://www.purewebprofit.com/Dec3seminar.html> If you want to write a flawless elevator pitch and a perfect campaign then you will need the complete formula for writing the Irresistible Offer

Doodle a video <http://www.purewebprofit.com/doodle.html> If you want to learn to doodle a video you will need the “How To Doodle a Video” tutorial download.

If you have any trouble with any download **contact me: jhollister@crowdfundingbc.com**

<http://www.crowdfundingbc.com>