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## Kickstarter UK Handbook (Paperback)

By Stefano L Tresca, Iseed

Seahorse Press, United States, 2014. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.300 pages of step-by-step tactics and templates for any country, 30 successful case studies, plus a guide for non British entrepreneurs. Table of Contents 4+1 QUESTIONS TO ASK BEFORE JOINING KICKSTARTER - Kickstarter or Indiegogo? - Build Your Own Platform - Do I Have a Product to Pre-sell? - Do I Have the Time to Market My Project? - Is My Business Too Local? - True Story: Emilie and Her Tea Pot - Do I Need the Funds? 10 THINGS TO DO BEFORE KICKSTARTER - The Most Important Action to Succeed - Find One Customer - Browse Your Email and Facebook - Estimate the Cost - Prepare Your FAQ - Do (Not) Build a Community - True Story: Rain - A Fan Film about Storm - Rearrange Your Website Specifically for Kickstarter - Set Up Your Company - You Are Almost There 13 HACKS FOR MAKING A SUCCESSFUL VIDEO - Video Used to Be Our Most Important Marketing Weapon. What Has Changed? - Be Personal, I ll tell you how - Pick the Face of the Project...



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