FUNDED ◆ TODAY

ULTIMATE CROWDFUNDING
Pre-Launch Checklist
2019 Edition

What do you need to do before launching a crowdfunding campaign?
This checklist provides our expert recommendations for your consideration...

MY PERSONNEL...

- ☐ I'm seeking to serve not myself alone but both the market generally and customers specifically.
- ☐ I'm less committed to providing specific products and/or services than to success generally.
- ☐ I'm persistently learning-and-improving toward success, including by developing my character.
- ☐ I'm adhering to the **Golden Rule** by seeking mutually-beneficial transactions with everyone else.
- ☐ I'm hiring competent specialists (as needed) who also passionately share my values and vision.
- ☐ I'm leading my employees by both word and example, neither overmanaging nor undermanaging them.
- ☐ I'm treating my employees wonderfully so that they will treat my customers wonderfully in turn.
- ☐ I've incorporated my business while minimizing its legal burdens in both taxes and lawsuit risks.

MY PRODUCT...

- ☐ I'm offering a tangible product—or, for funding a service or an app, I'm offering tangible rewards.
- ☐ My product is sufficiently new to the crowdfunding community on Kickstarter and/or Indiegogo.
- ☐ My product will serve sufficiently-commonplace human needs/wants within a worldwide marketplace.
- ☐ My product's functionality is **minimally viable,** with costlier enhancements deferred until later.
- ☐ My product's form is maximally appealing and is derived from its beneficial functions.
- ☐ My product's name is easy to guess how to pronounce correctly and lacks any negative connotations.
- ☐ I've filed to patent my product in my country, my manufacturer's country, and perhaps elsewhere.
- ☐ I've hired a manufacturer via **NNN agreement** to mass-produce my product later in variable amounts.
- ☐ My manufacturer has produced at least one product prototype for testing, reviews, and photographs.
- ☐ My product's form-and-function have been sufficiently refined via feedback from market testing.
- ☐ My product's iterative development, plus reviews, have been recorded sufficiently for use in sales.

MY PRICING...

- ☐ I've planned rewards packages featuring my core product, plus pricier options like multi-packs.
- ☐ I've composed persuasive package descriptions that defer choosing colors/styles until later.
- ☐ I've estimated my prices to include production costs, which may vary according to scale.
- ☐ I've estimated my prices to include fees for platforms, marketing, and collections/transfers.
- ☐ I've estimated my prices to include costs for data management, packaging, and "free" shipping.
- ☐ I've estimated my prices to include enough for returns, relevant taxes, and the unexpected.
- ☐ I've adjusted my prices to allow for early-bird discounts, bulk discounts, and other discounts.
- ☐ I've adjusted my prices to allow for a good upsell offer during my campaign's final few days.
- ☐ I've finalized my prices to (ideally) end in 9s, erring (if at all) toward charging too much.
- ☐ I've estimated my expected retail prices, as well, to help encourage backers to pledge quickly.
- ☐ I've finalized a fundraising goal that's as low as possible without risking failure to fulfill.
- ☐ I've considered mid-campaign **"stretch" goals** that would enable additional features or options.

MY PLATFORM...

- [ ] I've created accounts on both **Kickstarter** and **Indiegogo** and explored those websites thoroughly.
- [ ] I've backed some crowdfunding projects to establish myself as part of the crowdfunding community.
- [ ] I've thoroughly mastered both **Kickstarter's** and **Indiegogo's** rules for creators to run campaigns.
- [ ] I'm planning to launch on Kickstarter if at all possible, and on Indiegogo only if necessary.

MY TIMING...

- [ ] I'm allowing at least 2 months to prepare my project's media and marketing before launching it.
- [ ] I'm planning to avoid campaigning during either December or possibly August, but otherwise–.
- [ ] I'm planning to campaign either when my product's seasonal demand peaks or as soon as I'm ready.
- [ ] I'm planning to launch between Monday and Wednesday, except for any major American holidays.
- [ ] I'm planning to launch while it's still morning in the USA where most crowdfunding backers live.
- [ ] I'm keeping my launch date flexible (as delays are common) while informing people accordingly.
- [ ] I'm planning to campaign for 30-45 days, and to extend an Indiegogo campaign up to 60 days total.
- [ ] I'm planning to finish between Wednesday and Friday before it becomes evening in the USA.

MY PRESENTATION...

- [ ] I've practiced my "sales pitch" on real people until I understand how to sell my project best.
- [ ] My project title introduces my project and emphasizes what it does better than anything else.
- [ ] My project thumbnails attract attention, look amazing, and show my product's benefits instantly.
- [ ] My project media cites positive quotations from reporters, experts, celebrities, and/or others.
- [ ] My project media cites not only my product's features but also how each feature benefits viewers.
- [ ] My project media uses plain conversational honest language that is friendly to a global audience.
- [ ] My project media not only tells but also shows, and sells primarily with emotion aided by reason.

- [ ] I've scripted my project video to tell an engaging true story in which my product is the hero.
- [ ] I've scripted my project video to captivate viewers' attention within its first 5 seconds or so.
- [ ] I've scripted my project video to proceed within 10-20 seconds to my product's vital benefits.
- [ ] I've scripted my project video to introduce my personnel as genuine, likeable, and trustworthy.
- [ ] I've scripted my project video to conclude with a persuasive invitation to viewers to pledge.
- [ ] I've polished my project video's script to perfection before starting to record it on film.
- [ ] I've filmed my project video's scenes in interesting well-lit settings using quality equipment.
- [ ] I've edited my project video to last 1-3 minutes, neither rushing viewers nor wasting their time.
- [ ] I´ve added captions for backers who may watch silently at work and/or don´t speak English well.

- [ ] I've designed my campaign story to be easy for viewers to skim in search of what interests them.
- [ ] I've organized my campaign story to present (in order) a "hook," benefits, costs, and my team.
- [ ] I've composed my campaign story to show my product's benefits in descending order of desirability.
- [ ] I've composed my campaign story to enable instant price comparisons between rewards and/or tiers.
- [ ] I've composed my campaign story to prove that my team is genuine, likeable, and trustworthy.
- [ ] I've composed my campaign story to include invitations-to-pledge anywhere I may have sold people.
- [ ] I've minimized my campaign story's links that lead away from pledging rather than toward it.
- [ ] I've completed my campaign story to present my project exhaustively but without wasting words.
- [ ] I've proofread my campaign story to perfect its English spelling, grammar, and punctuation.
- [ ] I've optimized my campaign story for data efficiency so that it will load as quickly as possible.

MY MARKETING...

- [ ] I've created a **Google Analytics** account with properties for both my website and my project page.
- [ ] I've copied Google Analytics' tracking code or ID to those pages and fully activated its features.
- [ ] I've studied how to use Google Analytics well, and also familiarized myself with **Kicktraq**.

- [ ] I've prepared 200+ personal/business contacts ("FFF") to back my project within its first 8 hours.
- [ ] I've created company social-media profiles and began to build an active community of fans for them.
- [ ] I've shown Facebook ads to likely pledgers to effectively entice them to visit a project webpage.
- [ ] I've designed this project webpage to both inspire viewers' trust and captivate their attention.
- [ ] I've designed this project webpage to persuasively summarize my project's campaign media (above).
- [ ] I've designed this project webpage to persuade viewers to subscribe to e-mail about my project.
- [ ] I'm periodically nurturing my project's e-mail subscribers to prepare them well for its launch.
- [ ] I've arranged for the right social-media influencers to review my product to their large audiences.
- [ ] I've identified the best newscasters (one per source) to report my project to relevant audiences.
- [ ] I'm periodically contacting these reporters to nurture a relationship that might lead to publicity.
- [ ] I've arranged leads to fund at 30%+ of my campaign's goal (if feasible) within its first 8 hours.

- [ ] I've prepared to continue my public relations efforts after my campaign launches until it ends.
- [ ] I've prepared to join a crowdfunding affiliate-marketing agency and to recruit my backers into it.
- [ ] I've prepared to arrange cross-promotions, especially with campaigns that attract similar backers.
- [ ] I've prepared to show **Facebook** ads to likely pledgers to effectively draw them to myproject page.

MY SERVICE...

- [ ] I'm preparing to respond both promptly and empathetically to backer comments and/or messages.
- [ ] I'm preparing to complete my live project page's Frequently Asked Questions (FAQs) section.
- [ ] I'm preparing to thank new backers, recruit them into affiliates, and update them regularly.

Please peruse our *Ultimate Crowdfunding Success Guide*
for additional details, including explanations!

Also, if you want our professional help with your presentation and/or
promotion, then please *apply through our website now* to speak with
one of our client specialists!