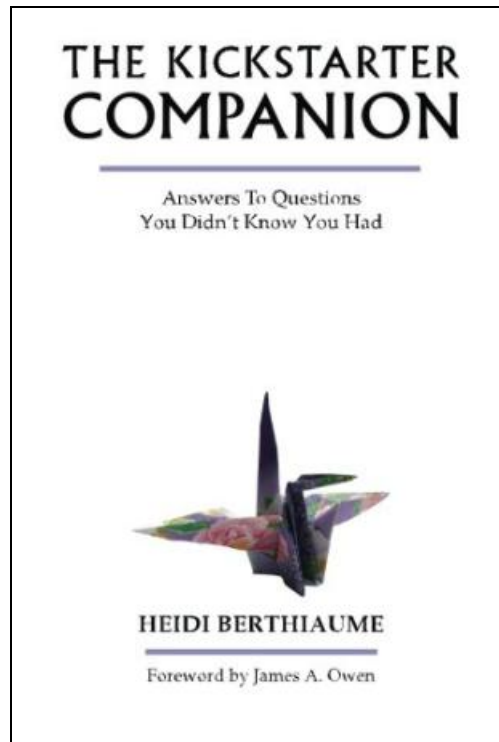


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Bengal Studio, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The Kickstarter Companion is a detailed guide to help you plan, create, manage, and fulfill your Kickstarter project. From developing a timeline using an understanding of Work vs. Duration (and the Scotty Principle), to figuring out your pledge levels and possible stretch goals, to the various ways to keep in touch with your backers, Heidi Berthiaume provides the information you need to help your Kickstarter project be a success as well as answering questions you didn't know you had. From the author: I believe there are three factors to a successful Kickstarter project: - what your project is - how you set up your project - how you promote your project The first one is unique to you and your idea. The majority of this book is set up to help you accomplish the second. I have recommendations and suggestions regarding the third, however there is no magic bullet. I can't guarantee your project will fund, but this book can help you get through all the details to give your Kickstarter campaign the best chance possible of being a success. And while there are no success stories as such in this book, there are multiple examples of projects that did things well, from pledge graphics to different ways to handle additional shipping fees for international backers. I also provide information on how to research projects on Kicktraq and Kickspsy, so you can find successful projects in the category you are interested in, which will be far more helpful to you than any success story I could provide. - Heidi Berthiaume.

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