



The Weatherneck launched 1-12-16 www.theweatherneck.com

- Goal \$7,000/raised \$37,000
- Over 1000 backers
- Produced now, shipping this week
- More Facebook advertising and targeting, use Green Inbox next time, don't stop looking for manufacturing partners after finding 1. Line up other markets prior to KS even if not intending to focus on them during the campaign (be realistic with your reach). Comments matter a lot for popularity.



The BackBottle launched Spring 2015 www.backbottle.com

- Goal \$7777/raised \$20,000 (KS + web orders)
- 642 backers
- Still selling, should have been a more refined message (too muddled), should have provided more pre-launch time for the press to test. Should have been much more aggressive finding manufacturers earlier on.



Fix It Sticks launched 2013 and 2014 (2 campaigns) www.fixitsticks.com

- Goal total \$32,000 / Raised total \$135,000
- Backer total 2500
- Sold majority stake in 2014, still very involved.
- Packaging is a massive concern, press loves a little guy story, test, test, test prior to launching anything, use of FabLab was critical, trust your gut above all else. Keep searching for manufacturers despite finding one. My first one was terrible.

TOP TIPS FOR CROWDFUNDING SUCCESS

1. Get your product in prototype stage with very few known changes needed. In essence get it as far along as humanely possible prior to asking for funds.
2. If at all possible be in a position to send samples out to media contacts
3. Plan on getting a professional video done. Just do it, don't skimp on this. Yes, sometimes a guy with an iPhone can pull it off, but more often than not a bad video will lead to a bad campaign. UPDATE-I now shoot it with the help of a friend, then send the footage out to be edited. ANOTHER UPDATE-now I shoot with good equipment and edit myself.
4. GET AMAZING PHOTOS FROM A PROFESSIONAL - no getting around this
5. Set up a Dropbox folder for your photos, press release and other info to refer the press to a simple link. This is easier for them and you.
6. Find and hire a PR agency directly involved in your industry. Have a kitchen product? Find a PR pro in that space. Sports? Get a sports industry focused PR agency. Ask them for the cheapest option for them to create a press release for you and send it out with them listed as the contact. This is a must. You cannot skip this step.
7. Pre-write your launch emails to friends and families. Pre-write your Facebook launch post. Pre-write your launch tweet. Pre-write as much as you can now, after you launch things get pretty busy. PRE-WRITE!
8. Start lining up bloggers to cover your product. Don't be afraid to ask them to wait on covering it till a specific day or week when you launch. They might not care about your schedule, but I found them to be very cordial.
9. THE FIRST DAYS ON KICKSTARTER WILL DETERMINE YOUR SUCCESS. Line up some friends and family you know will contribute and ask them to back you quickly at launch. One example is that if a married couple is planning to give you \$50, ask them to split it into 2 separate \$25 purchases, 1 from each spouse. Anything you can do to build backers and money will help make you "popular" ...once you are popular on KS things start to take care of themselves.
10. For nearly every update or social media post have a video or photo to keep interest high.
- 11. When looking for bloggers, use Google Images to find projects in your industry already on KS or recently finished on KS, search for them on Images and you can see what websites/bloggers covered them...then target those bloggers as they have a pre-disposition to covering KS projects related to yours. This tip is fantastic and I am re-using it from an article I read prior to my launch. Invaluable tip!**

Got a project you would like some help with?

I consult ONLY on projects I believe in that have a chance of success.

Contact

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