

Getting Pledges for Your Crowdfunding Publishing Project



People invest in People.

WRITE YOUR PASSION STORY

The foundation of your crowdfunding campaign will be your story. Why should investors fund your book, especially if they've never read it before?

You're going to have to create a compelling story to market your book. It may sound easy, but copywriting is a different skillset than creative writing. You'll need to find a way to appeal to the reader directly.

To effectively copywrite your crowdfunding campaign, remember these tips:

Be relatable – You're a human appealing to other humans. Show your personality.

Be honest – Transparency is important when you're asking people to invest their money, so explain exactly how you'll use the money.

Edit your work – Typos distract (this applies to ALL of your ad copy, campaign info, posts, and bio information, too!)

CROWDFUNDING ISN'T JUST FOR RAISING MONEY

Use crowdfunding to raise awareness for your book. Crowdfunding is a great way to market your book and build a list of interested readers before you even publish.

Crowdfunding: a great way to market your book & build a list of interested, prospective readers.

Don't just focus on the money, but focus on the community-building aspect of it. Think about your funders as potential readers, and it will shift your campaign in the right direction.

PROMOTE LIKE CRAZY

You're a writer, not a marketer, but guess what? You'll need to market your book whether you crowdfund or not. The biggest difference is that when you crowdfund, you'll market before you actually publish your book.

Once you set up a crowdfunding campaign, it's go time. Reach out to your friends and family and any random acquaintance that you've saved in your phone. This includes folks that you haven't spoken to in years. Leave no contact unreached. Tell them about your novel and direct them to your crowdfunding campaign's homepage. It may feel awkward at first, but after a few calls, you'll get over it. The worse that can happen is that they don't support you.

KEEP YOUR FOLLOWERS UPDATED

Because your funders are literally invested in your novel, it's important that you keep them updated about your progress. Remember to update your investors frequently throughout the campaign on the status of your project. After the campaign is over, continue to share news and exciting updates. Do so frequently. This keeps your investors engaged with your project, and inspires them to share your project with others.

It's also important to build an ongoing relationship with these investors. Your crowdfunding investors become part of your tribe. They should get special recognition because they were the first to believe in and support your vision as a storyteller.

Courtesy of NYBookPublishers.com- written by Carlo Vellutini an Italian journalist and writer.