

Start here: Building a crowd for your crowdfunding!

Many people think they can't build a crowdfunding campaign if they aren't social media experts. But that's not true! Yes, social media is a great way to reach many people that have interest in your project but if you don't know how to target the right people you'll end up frustrated and wasting precious time you could be using to earn those pledges!

Start with what, and more importantly who, you know. If you're posting a project on MyPubFund then you already have the first skill you need to succeed, a story! Tell yours to those people you know. Pick up the phone and call, text, message, or email everyone you can. Remember that your project is a story and like any good story it needs to be interesting. So just like writing a book you need an 'outline' for your campaign story.

Keep in mind your target audience is also your target network for your campaign. Not sure who your target audience is? Click here to for more information on finding your audience and to fill out the "Find my audience," worksheet.

Now on to building your TRIBE. Your tribe is the group of people who will become your personal support team. That's not to say they will pledge all the money you need to accomplish your publishing goals, but they will be instrumental in helping you reach those goals. Who do you know personally? Do you run an organization or are you a member of group? Would your members or customers be interested in your story? What other organizations might be supportive of your project idea and might indirectly benefit from their success? Once you've mapped it out, estimate how much individuals in your networks will pledge (if you know them well, you could even ask them). This immediately gives you insight into how many people will support your project, how much you might expect to raise from them, and where you need to focus your energy to make up any shortfall to reach your target.

Looking for ways to grow your tribe, network, and supporters? Follow us on our Facebook, Twitter, Instagram, and Pinterest pages for daily tips and examples!

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