

Crowdfunding: The Next Big Thing (Paperback)



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CROWDFUNDING: THE NEXT BIG THING (PAPERBACK)



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Createspace, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.In **CrowdFunding: The Next Big Thing**, money-raising expert Gary Spierer reveals the secrets of raising capital in the digital age. He outlines the ins and outs of the five major capital-raising strategies, including how the current Kickstarter type crowdfunding differs from crowdfunding equity. The new world of crowdfunding equity can be hard to navigate due to numerous regulations, and the challenge of keeping crowds engaged. Crowdfunding start-ups is a platform made possible thanks to the recent JOBS Act. Now even the small guy can invest in early stage companies and potentially strike it rich with the crowdfunding platform and the investing and business-building tools provided in **CrowdFunding**. Spierer guides readers through the seven steps that any start-up business can employ to ensure success in raising money and building a business. With a great idea and design, a start-up needs to thoroughly and repeatedly research and pretest its product in the marketplace until the ideal niche is narrowed down in order to attract the most customers. Spierer points out that too many entrepreneurs believe that if you build a field of dreams they will come. He shows in detail how to drive traffic, get them to come to your field of dreams, and stay. In **CrowdFunding**, entrepreneurs will learn about successful pitches and how to pitch concepts in person or on crowdfunding websites. They will learn how and when to use one or more of the five money-raising strategies in the digital age. According to Spierer, The perfect pitch comes from refining and distilling core ideas over and over. They will also learn about the new SEC regulations imposed to protect investors. Spierer lays out all of the exciting new platforms for marketing a...



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