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From Spark To Finish: Running Your Kickstarter Campaign



Synopsis

In my first year on Kickstarter, I ran four campaigns. All four succeeded; in fact, all four overfunded, some by over 400%. I am not a media superstar. I am, at best, a very energetic indie author and freelance painter. But even a small fish can make a big splash in the Kickstarter pond...with the right tools. This guide outlines the steps I took to build and fund all of my campaigns, from the spark of an idea, through project design and running the campaign, all the way to fulfillment...and beyond. It's even got checklists! Are you ready to run your own successful Kickstarter campaign? Let's get started!

Book Information

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Customer Reviews

I have been considering using Kickstarter to help get funding for several of my projects for some time now, but I did not know where to begin. This book has helped clear up all the mist, answering questions that I did not even know I had. Now I can begin planning. The comic style illustrations and voice used lightened the mood, delivering the information in a way that made it easy to understand, and has made me eager to begin. Bear in mind, I am a horrible introvert often accused of hermitism, and have some rather large social anxiety, so getting me excited to expose my tender self is quite the feat. The information is delivered in sections, and each provides a checklist of sorts at the end. I find that exceedingly helpful. I very much recommend this title for yourself, or the entrepreneur in your family.

I've backed several Kickstarter projects and considered doing one of my own. There are a lot of

guides out there for how to do crowdfunded projects, but I chose this one because I'm familiar with M. C. A. Hogarth's work, from her Three Jaguars webcomic to her science fiction books to her more recent work for children, and I figured she would bring the same level of professionalism to this. I was not disappointed. The chapters of the book are broken up by project phase to cover everything from deciding to try Kickstarter to gathering ideas for backer level rewards all the way to funding and shipping . . . or failing to fund. Along the way is a lot of practical advice (like remember to deduct the cost of this book from your taxes), questions to answer for each chapter to help plan your Kickstarter, a checklist and the end -- and appearances from the Three Jaguars. I would definitely recommend this book to anyone who is contemplating running a crowdfunded campaign and who would like straightforward guidance on how to do that, from start to finish.

I know the author's (cartoon) work from her LiveJournal and watched with interest as she ran several wildly successful Kickstarter campaigns. This book gives the inside scoop, what to do, how to do it, general enough to apply to many fields (for example I do music, rather than art or writing, which are the author's specialties) specific enough to give me actual direction rather than just cheerleading. It makes a Kickstarter campaign seem like something I can do if I'm willing to put in the work (don't get confused about that--it will be work, before, during and after) rather than a pie-in-the-sky, some-people-win-the-lottery dream.

I'd been wondering how running a Kickstarter campaign would work. I'd decided to do one to fund my next novel after the small press I was working with had some problems. This answered all the questions I had--including one my accountant wasn't able to answer off the top of his head. Apparently Kickstarter campaigns count as income for tax purposes. I'll see what I think after running the campaign.

This was quickly mailed to me and was very useful for my business plans. M.C.A. Hogarth is concise and articulate, providing a lot of help and insight into the Kickstarter success curve. I am very interested in buying more of her products.

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