



# The Everything Guide to Crowdfunding: Learn how to use social media for small- business funding

By Thomas Elliott Young

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**Harness the power of the crowd to turn your dreams into reality!**

Crowdfunding is the newest way to fund projects and start businesses. You don't need to hit up family and friends, max out your credit cards, or get a second mortgage--there are perfect strangers out there who will help you fund your idea. You just have to know how to find them.

*The Everything Guide to Crowdfunding* is a step-by-step handbook to harnessing the power of social media to raise funds. Inside, you'll find real-life case studies and techniques for creating a successful campaign, including:

- Gaining an online presence
- Tapping into the crowd
- Understanding the different crowdfunding platforms
- Designing a successful campaign plan
- Promoting your campaign with social media, search engine optimization, and affiliate marketing
- Dealing with donors after your campaign ends

Almost 50 percent of crowdfunding ventures fail to get funded. With this guide, you will learn how to be in the 50 percent that succeed. Whatever your dream or business idea, there is no reason it can't become a reality with the power of crowdfunding.

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### **Editorial Review**

#### **About the Author**

Thomas Elliott Young is an entrepreneur, business consultant, and writer. He is the founder of several successful manufacturing and retail businesses, two of which were created using crowdfunding. In just 60 days, these two crowdfunding campaigns raised more than \$100,000, exceeding their original goals. Both have evolved into healthy businesses, generating over \$1 million in sales. Tom also serves as a consultant to individuals and companies who are looking to raise capital using crowdfunding, helping clients find the best online platform, designing successful campaigns, and creating marketing strategies for maximum visibility. He has been quoted and featured in several business publications, including Business NH Magazine, CFO magazine, New Hampshire Business Review, and Idea Greenhouse. He lives in Durham, NH.

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