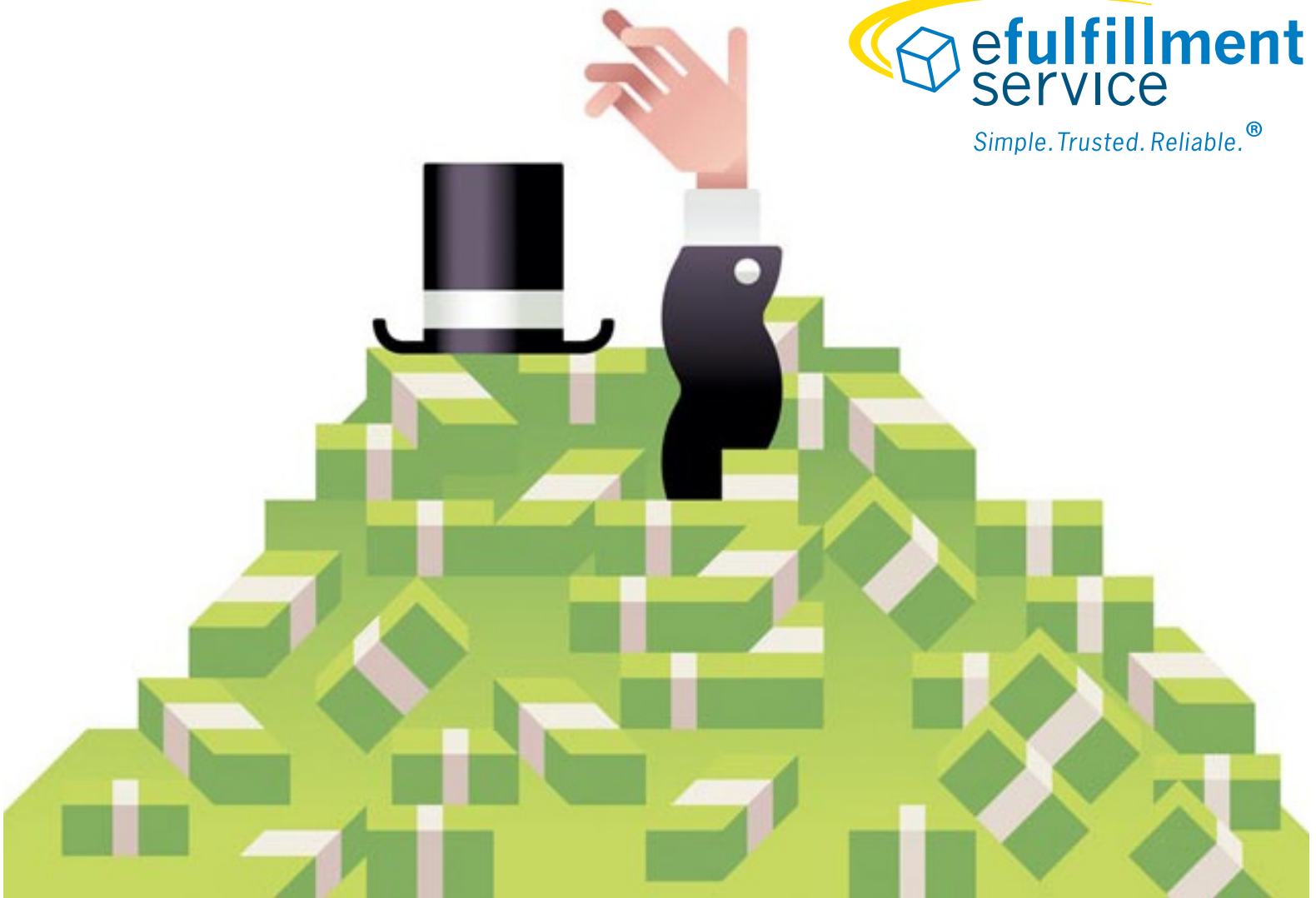


10 TIPS for a **SUCCESSFUL** **KICKSTARTER** **PROJECT**

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1. Start with your story

Before you do anything, go back and reread your project description and ask yourself, does your passion come through?

Kickstarter projects are most successful when creators are inspirational with their stories. Tell people why your project is special, and let backers feel your excitement, passion and determination.

2. If you haven't already done so, create a video

Kickstarter lets you add text and images, but there's no better way to tell your story than with a video. On top of that, projects with videos are 20% more likely to succeed than those without them.

Introduce the people behind your project. Share your vision. Explain your rewards. Make it fun. Don't make it too long. And most of all, be genuine. Lastly, don't be afraid to ask for support and donations. After all, that's why you're there!



3. Create awareness outside of Kickstarter

It's pretty tough to succeed by simply creating a Kickstarter project. So, if you haven't yet, come up with a plan to build awareness. Leverage your personal social network and email. You may also create a blog for your project, a Facebook page, a Twitter profile, and/or a YouTube channel.

Some Kickstarter creators have also found success by contacting their local media, or by reaching out to bloggers that cover topics relevant to their projects. Regardless of what you do, make sure you set aside time every single day to promote your project.

4. When it comes to pledges, think both large and small

We know, it's tempting to make your pledges huge, thinking that you'll only need a few of them to reach your goal. But don't underestimate the power of small pledges.

As just one example, a recent Kickstarter project raised nearly \$5,000 with \$1 pledges! And if that's not enough to get you excited, here's something else to think about...according to Kickstarter, projects **without** a reward less than \$20 succeed just 28% of the time, while projects **with** a reward of \$20 or less succeed 45% of the time.

5. If they're not working, switch up your rewards

Whether you're asking for a \$1 or \$1,000, the trick is coming up with fitting, appealing rewards. Keep a close eye on pledges early on, and if certain rewards aren't working, try something else. As long as a reward doesn't have backers, you can change it. You can also add new rewards at any time.

6. Try to get featured on Kickstarter

Ready for another shocking stat? 89% of projects that get featured on Kickstarter reach their goal!

It all starts with your story, how you tell it, and whether or not you're able to get people behind it. You can also reach out to Kickstarter directly about getting featured using their contact form. Getting featured isn't easy, but it doesn't hurt to try.

7. Keep your backers in the loop and encourage them to share

People will pledge money because they believe in you, they believe in your project, and they want to be a part of making it happen.

Keep your backers informed by sending personal emails. Give them shout-outs on your Facebook page. Tell them about your progress and your struggles. Thank them for their donations. And don't be afraid to ask them to share your project with people they know. After all, if someone likes your project, chances are some of their friends will, too.



8. Welcome advice with open arms

As with anything in life, experience is valuable. As your project moves forward, if you are fortunate enough to get advice from backers or others in the Kickstarter community, be sure to take it to heart.

Here's one specific piece of advice from Kickstarter and other successful creators: don't make your campaign too long. Projects that are 30 days or less have a greater chance of succeeding than those that are longer.

9. Give a little back to the community

Many backers will see if you're just taking from the community and not giving anything back. Find some Kickstarter projects that you like and pledge a little money. You may find that you'll get something in return. It's the ol' Golden Rule!

10. Consider how you will handle order fulfillment

Lastly, if you haven't yet done so, now's the time to be thinking about how you're going to fulfill your rewards and orders once your project's funded. Many successful Kickstarters have discovered that order fulfillment was a big attention-suck that prevented them from taking their businesses to the next level, or that it took longer than expected and backers started getting impatient.

If order fulfillment isn't something you want to deal with, give us a call. We can help ship just your rewards, or handle your ongoing orders as well, with no setup costs, no minimums, no long-term contracts, and a risk-free 30-day trial period. Visit our website at www.eFulfillmentService.com to get a free quote!

Best of luck with your Kickstarter project!