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At Kickstarter, it's not uncommon for entrepreneurs to raise \$50,000, \$100,000, \$250,000, or more. All you need is a great idea-and The Kickstarter Handbook. Business journalist Don Steinberg has interviewed dozens of artists and inventors who launched their passion projects online.

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THE KICKSTARTER HANDBOOK is an insightful look at how Kickstarter (dot) com works and a look at several successful strategies used to get more than the initial, stated goal. This is a 200-page softcover about the size of a mass-market novel and many of the spotlighted cases budgeting and marketing advice.

Highlighted chapters:

**The Kickstarter Handbook: Real-Life Crowdfunding Success ...**

There are a number of things you need to know before you venture into the Kickstarter universe - and The Kickstarter Handbook guides you through every step of the process. The book is both inspiring and cautionary (and rightfully so!) You'll read real life success stories - but you'll also learn valuable lessons from those who failed.

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Enter Kickstarter.com-the phenomenal "crowdfunding" website launched in 2009 that brings venture capital to the masses. At Kickstarter, it's not uncommon for entrepreneurs to raise \$50,000, \$100,000, \$250,000, or more. All you need is a great idea-and The Kickstarter Handbook.

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