



DO:

1. Create a Culture Around Your Business/Project
2. Assess The Best Crowdfunding Platform For Your Project
3. Focus In On Engaging Rewards For Your 3 Lowest Tiers
4. Be Highly Communicative With Your Backers
5. Link With Influencers That Will Help Give Your Campaign Visibility

DON'T:

1. Assume You Can Build Your Social Media Following AFTER Launching
2. Forget Fees, Including Shipping and Taxes, Need To Be Paid!!
3. Set An Unrealistic Goal, Whether Monetary or Time Wise
4. Hide Behind Your Campaign. You Need To Get Personal and Tell Your Story
5. Charge For Thank Yous. Thank Yous Should Come For Free.

BONUS:

STOP FEELING ASHAMED OR EMBARRASSED TO ASK YOUR COMMUNITY FOR HELP!