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The Crowdsourceress: Get Smart, Get Funded, And Kickstart Your Next Big Idea



Synopsis

"Neil Young's Pono campaign was the third most successful hardware campaign of all time, and Alex deserves much of the credit, second only to Neil, of course. The Crowdsourceress will give you everything you need to make your campaign a success." --Phil Baker, COO, Pono

"Owning The Crowdsourceress is like having Alex Daly's 'special sauce' right at your fingertips."--Jesse Reed, cofounder, Standards Manual

In recent years, the crowdfunding industry has generated several billions in funding. But the harsh reality is that around 60 percent of Kickstarter campaigns fail. Enter Alex Daly, a crowdfunding expert who has raised over \$20 million for her clients' campaigns. She has run some of Kickstarter's biggest projects-TLC's newest album, Neil Young's audio player, and Joan Didion's documentary. In this book, Daly takes readers deep inside her most successful campaigns, showing you how to

Get fans and influencers excited about your launch

Build an appealing and powerfully designed campaign

Access proven video tips, pitching tactics, press releases, and rewards ideas

Avoid the most common headaches and pitfalls

Here you'll get tangible tools to run your own crowdfunding campaigns and fully connect with the crowd, get people to pay attention, and inspire them to act.

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Customer Reviews

"Neil Young's Pono campaign is the most successful technology campaign of all time, and Alex deserves much of the credit...The Crowdsourceress will give you everything you need to make your crowdfunding campaign a success." --Phil Baker, COO of Pono

Having seen Alex Daly in

action it is no surprise that she has had such success with so many crowdfunding projects." — Eric Ries, author of the New York Times bestseller *The Lean Startup*

Alex Daly is the founder of Vann Alexandra, a creative services agency that gets projects financed through crowdfunding, and the industry's "Crowdsourceress," a name she received in the press for her expertise in crowdfunding. Her clients include Neil Young, Oscar-winning filmmakers, Pentagram designers, Eric Ries, and girl group TLC. Alex has shared her expertise at top film festivals, universities, and organizations. She is in the Forbes 30 under 30 Marketing & Advertising class of 2016. This is her first book.

I really enjoyed this book and devoured it in a weekend. I am aware that there is so much competition in the crowdfunding space, and I knew that crowdfunding my own campaign would be a big and scary endeavor - but I had no idea where to even begin. Through direct steps and reading about real campaigns (both big and small), I learned so much that goes behind planning a campaign from start to finish. I feel that I now have the best tools and a clear direction to head out on my own.

This book is such a great resource! Not only is it helpful to anyone who wants to crowdfund, but also is relevant to any marketer. In this consumer-centric world, Alex Daly wonderfully captures how to remain relevant and how to engage an audience across all channels of distribution with an emphasis on digital / social. This is an easy read and a must-have to all who aspire to bring differentiation to the "go-to-market" process.

Many "how to" books can be intimidating and hard to follow — unlike the others, Alex clearly explains the situation, gives first-hand examples, and provides solutions that can easily apply across disciplines. Not only is the content fascinating, but it's applicable and practical. *The Crowdsourceress* singlehandedly represents the foundation of crowdfunding for anyone looking to learn more.

Alex Daly's *Crowdsourceress* is such an insightful and easy-to-understand guide to help achieve success for your next creative project. The amount of information here is probably the equivalent of an entire year's course on running a successful campaign that gets people excited about your project and helps bring it to life. Cannot wait to share this book with my friends and colleagues.

The Crowd-Sourceress is a gem. Alex's voice makes it a breeze read and I am still baffled that she shares all her successes and failures for free. That keeps me ready and able to focus solely on successes. I would gift this book to any friends in communications/pr/marketing/fundraising, or really just anyone who wants to get smart and learn how to make things happen!

Solid advice from a crowd funding specialist with industry understanding and 100 % success rate. She tells it like it is. It isn't easy money and if you are willing to do some work, you can find your funds. She guides you through the steps and offers strategic advice.

This book is a springboard for any creative (or anyone with entrepreneurial spirit) who has a seed of an idea - could be used for a passion project or professional endeavor. Super inspiring + well written. Would definitely recommend.

Great book to help you through a new product or idea launch!

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