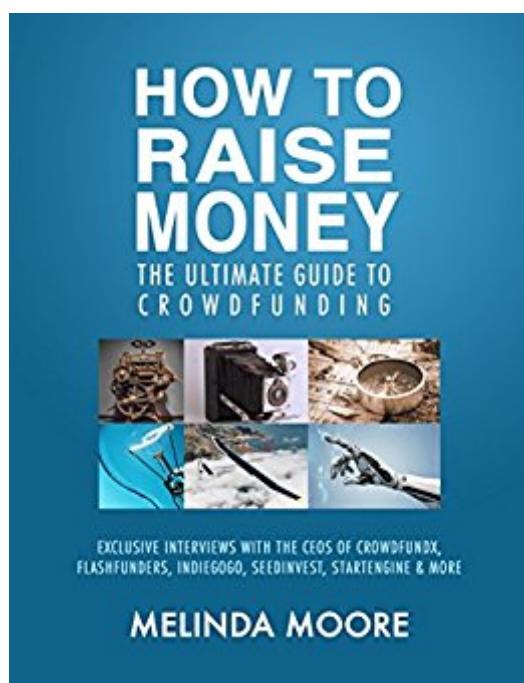


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# How To Raise Money: The Ultimate Guide To Crowdfunding



## **Synopsis**

\*How to Raise Money: The Ultimate Guide to Crowdfunding\* (130 Pages)Marketing and crowdfunding expert, Melinda Moore, provides invaluable insights on how best to raise capital. Her work has been widely recognized by Digital LA (Top 50 Digital Women in 2015), the Green Business Bureau and the National Association of Women Business Owners™ Hall of Fame. She has worked on over 100 crowdfunding campaigns, both as the CEO of Moore Media Ventures, and as Chief Marketing Officer of leading equity crowdfunding platform CrowdFunder. She has also started and sold two startups. In the book, Moore interviews the CEOs of several of the leading equity and rewards crowdfunding platforms including: BANQ, FlashFunders, StartEngine, SeedInvest, and Indiegogo to learn their insights on what startups, projects, and deals perform best, how to run a successful campaign, and what's next for the crowdfunding industry as a whole. Her book provides a comprehensive and practical "how to" guide on how to raise money via rewards and equity-based crowdfunding. This includes history and policy explanation, interviews with industry thought leaders, case studies, tips on how to close investors, the pitfalls, and an extensive Resource Guide to help launch a successful campaign. The Resource Guide provides a valuable list of resources for entrepreneurs, which includes the leading equity and rewards platforms, marketing agencies, lawyers, crowdfunding news sources, and more. The purpose of the book is to enable entrepreneurs to bring their ideas to life via crowdfunding by helping to determine what type of crowdfunding campaign is best for your company, how to select the right platform, and how to run a successful campaign. The easy-to-read guide is meant to allow readers to get their ideas and startups funded immediately.

## **Book Information**

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## **Customer Reviews**

Melinda did an excellent job outlining who the various players are in the crowdfunding circle and giving readers a clear explanation of what the options are for a business who is considering raising money through this mechanism. I really enjoyed the one on one interviews with various CEO's which showcases some real world observations on what the process is like and providing examples of successes. The resource guide at the end was great for those who want to expand their research further.

One of the most helpful books I've ever read! Melinda has gone above and beyond in her book to explain the ins and outs of raising money. From in depth interviews to complete breakdowns of the pros and cons of crowdfunding, this book has it all! Melinda has really made a great contribution to the literature available to young business owners. This will quickly become a "must have" for biz. : )

This is a great read for anyone interested in pursuing crowdfunding. Melinda knows her stuff and shares great insights from many of important players in the space. If you believe that crowdfunding is the future like I do then I would highly advise reading this book!

Simple to understand. Very helpful guide to this new world.

Melina Moore, Thank you so much for this valuable information! I saw Melina Moore on a Panel at the Ad-Tech show in NYC. I was familiar with Crowdfunding before (Kickstarter, Gofundme, etc), but her panel really elaborated on all the entities that make up Crowdfunding, and made it much more clear to me what Crowdfunding is all about! It's the NEW TREND of raising money! Thank you for such a great read, and for being so informative!

This is the most AMAZING book. EVER. We started our company Wall-Ah.com and met with Melinda and she is the most amazing person to talk to regarding any type of raising money. Melinda is bright and brilliant and LOVELY to meet with. This book is fantastic and has helped us a million times over.

Melinda Moore has compiled the ultimate handbook for anyone contemplating launching an equity crowdfunding campaign. Her experience, merged with that of the industry experts and insiders she interviews, are a valuable resource for all stakeholders in a successful campaign and beyond.

This is a great resource for all things crowdfunding! I truly believe it's the way of the future and those who start understanding the various complexities and nuances now will be ahead of the curve as it becomes more and more predominant.

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