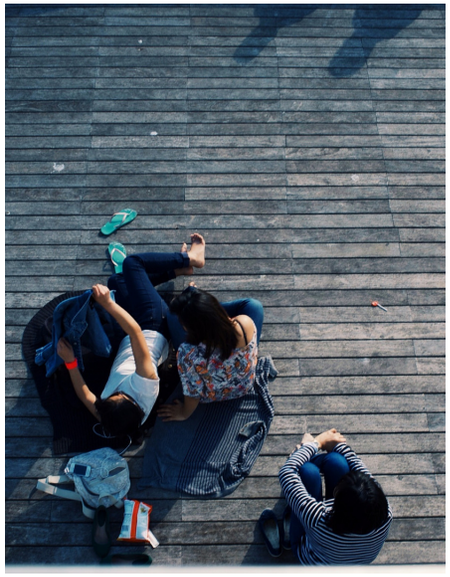
HOW TO LAUNCH A PERFECT CAMPAIGN

A GUIDE BY LOCODOR



Welcome to LOCODOR

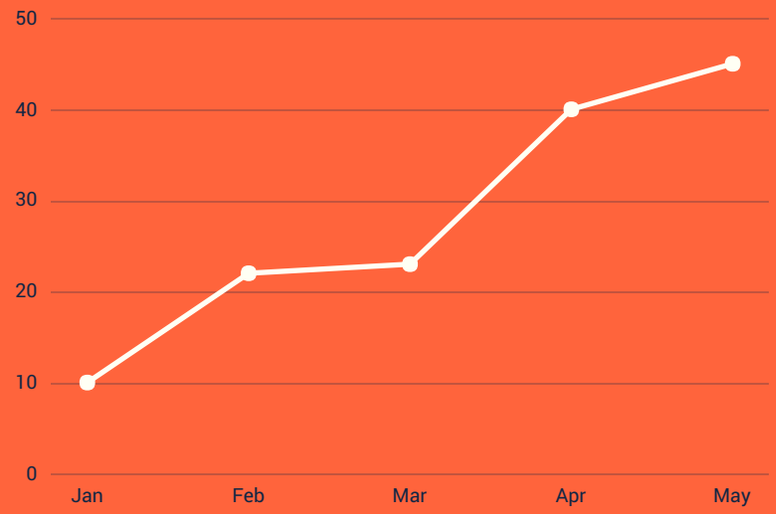
0.1: Welcome to LOCODOR

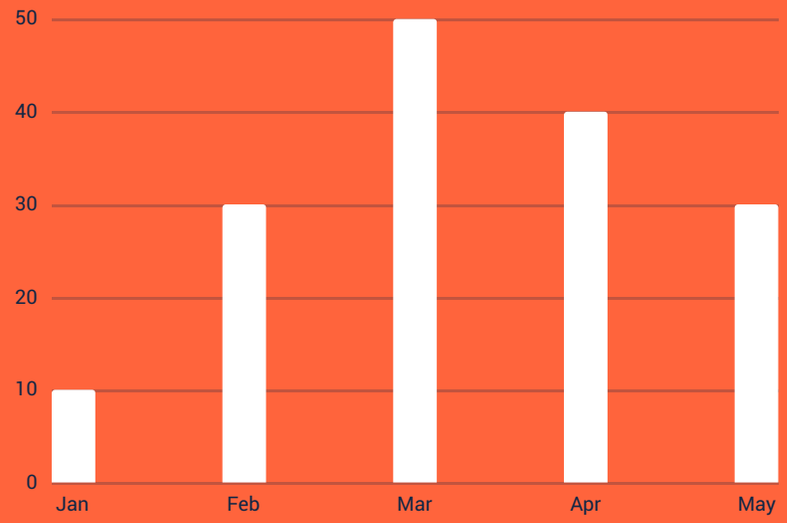
0.2: How to join the Social Community

0.3: What will be your benefits?

0.4: What does a Project Manager do for your Campaign?

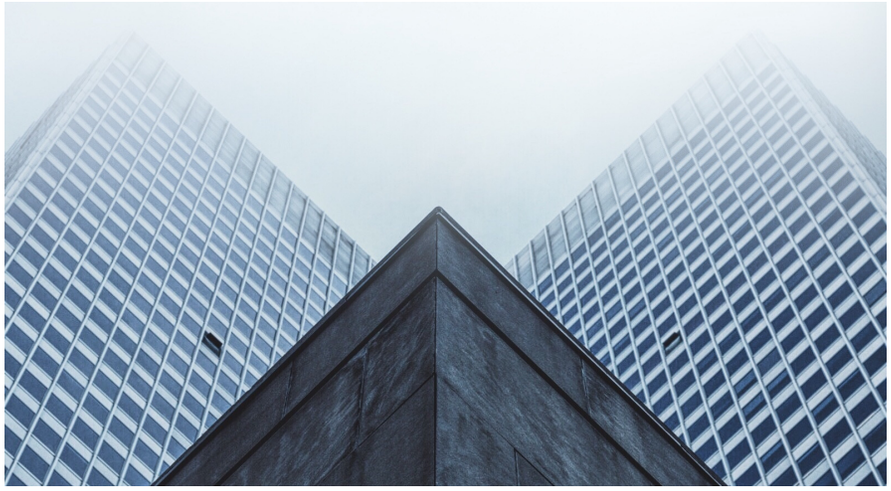
0.5 Mindset Prep – Motivational boost





We suggest a 90 Days Launch Plan

- 1: INTRODUCTION
- 1.1: CROWDFUNDING; WHAT AND WHY?
- 1.2: CROWDFUNDING PLATFORMS; FACTS AND ANALYTICS
- 1.3 WHICH MODEL OF CROWDFUNDING WILL YOU BE FOLLOWING?
- 1.4: IT'S NOT ONLY ABOUT KICKSTARTER VS INDIEGOGO
- // ASSESSMENT // CHOOSING YOUR PLATFORM



2: CROWDFUND FOUNDATION

2.0 The Foundation

2.1: The Goldilocks Funding Goal

2.2: Knowing Your Costs; The Essentials

2.3: How to set your minimum funding goal

[Assessment] Minimum Funding Goal

2.4: Make or Break Rewards

[Consultation] Rewards Audit

2.5: Creating your Reward Structure

2.6: How to Price Your Rewards

[DOCUMENT] Pricing Toolkit

2.7: Picking a Launch Date and Campaign Duration

2.8: Creating a Shipping Plan

2.9: Putting a Team Together

// ASSESSMENT // The Foundation Checklist

3: PITCH PERFECT VIDEO

3.1: Creating your Customer Avatar

[WORKSHEET] Customer Avatar

3.2: The Project Title Formula

3.3: How to Choose your Project Image

3.4: Creating the Perfect Product Page

3.5: Do you need a video?

3.6: The Psychological Triggers for Crowdfunding success

3.7: Writing a video script that converts

[SWIPE SCRIPT] SELF Journal - Kickstarter script

[SWIPE SCRIPT] Oculus Rift - VideoScript

[SWIPE SCRIPT] Satchel & Page - Leather Bags Guaranteed For Life

[SWIPE SCRIPT] SELF Journal - Kickstarter script 2

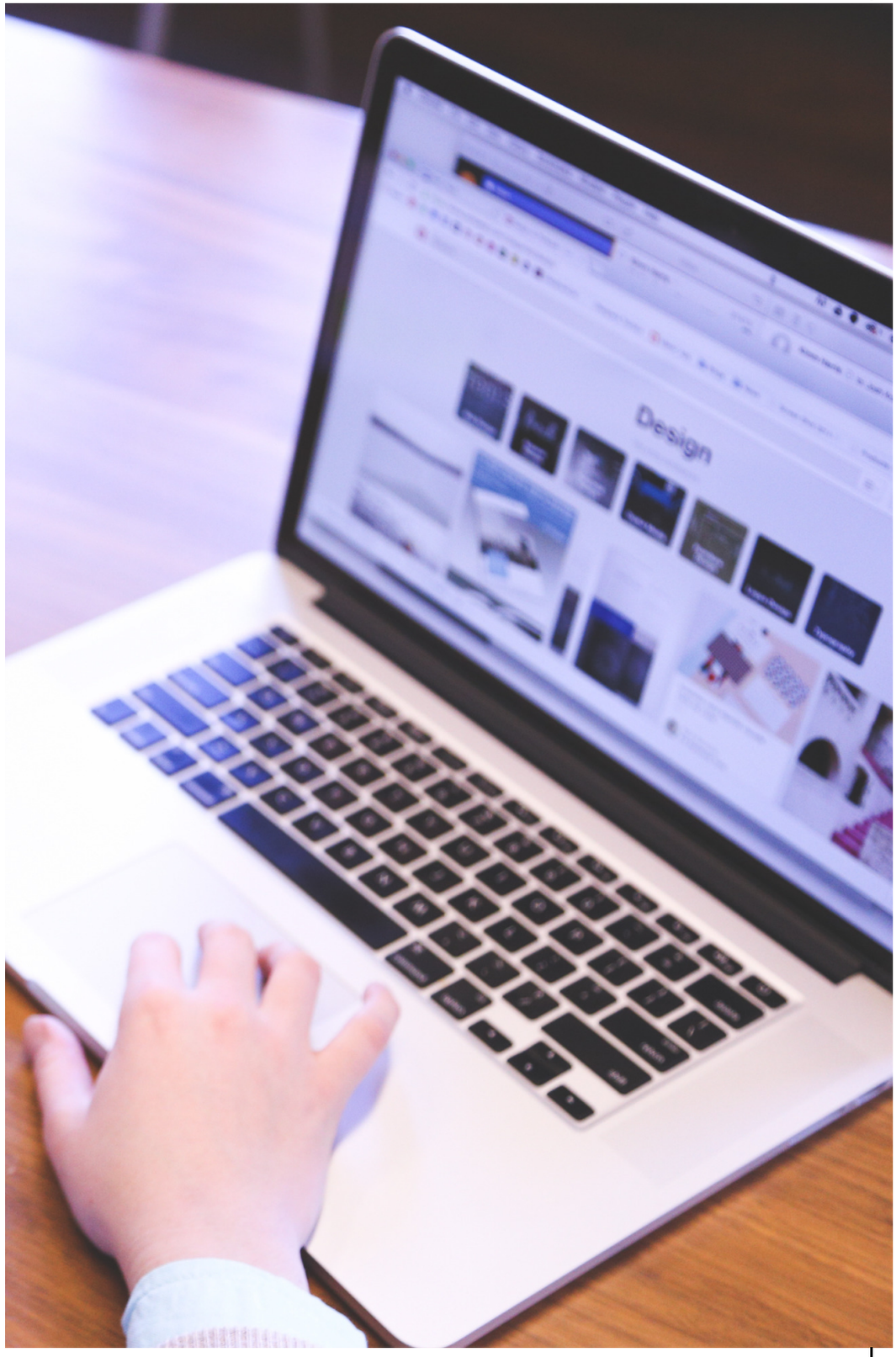
[SWIPE SCRIPT] The Micro: The First Truly Consumer 3D Printer

[SWIPE SCRIPT] The Roost Laptop Stand - video script

[SWIPE SCRIPT] Trunkster: Zipperless Luggage with GPS + Battery + Scale

3.8: Creating the video framework

// ASSESSMENT // Finalizing your Pitch



4: PRELAUNCH

INTRODUCTION

4.1: Setting up an Email List

4.2: Get Your First 100 Subscribers

[SOCIAL CROWD] First 100 Subscribers List

4.3: Setting up a Landing Page

4.4: Build your list FAST with a viral giveaway

4.5: Promote your Giveaway - How and Where

[DOCUMENT] Giveaway Outreach Scripts

4.6: Creating your Media List

4.7: How to reach out to Media list/Influencers

[DOCUMENT] Crowdfunding Media List

4.8: Affiliates: How to find and work with them

[NETWORK] Curated Kickstarter Companies

4.9: How To Go Viral; Creating a Sharing Economy

4.10: Setting up Google Analytics

// ASSESSMENT // 4.11: 7-Day Prelaunch Checklist

5: LAUNCH

5.1: Build your followers;

How to Engage your Backers

5.2: Cross Promotions:

LOCODOR teams you up with

Crowdfunding Networks

5.4: How to decide and set up

Stretch Goals

5.5: Beating the Mid-Campaign

Slump

5.6: Prepare for Pre-Orders

5.7: Final 48 Hours

6: POST-CROWDFUNDING CAMPAIGN

6.1: 24 Hours Post-Campaign

6.2: Shipping & Fulfillment

6.3: How Many Units should you order?

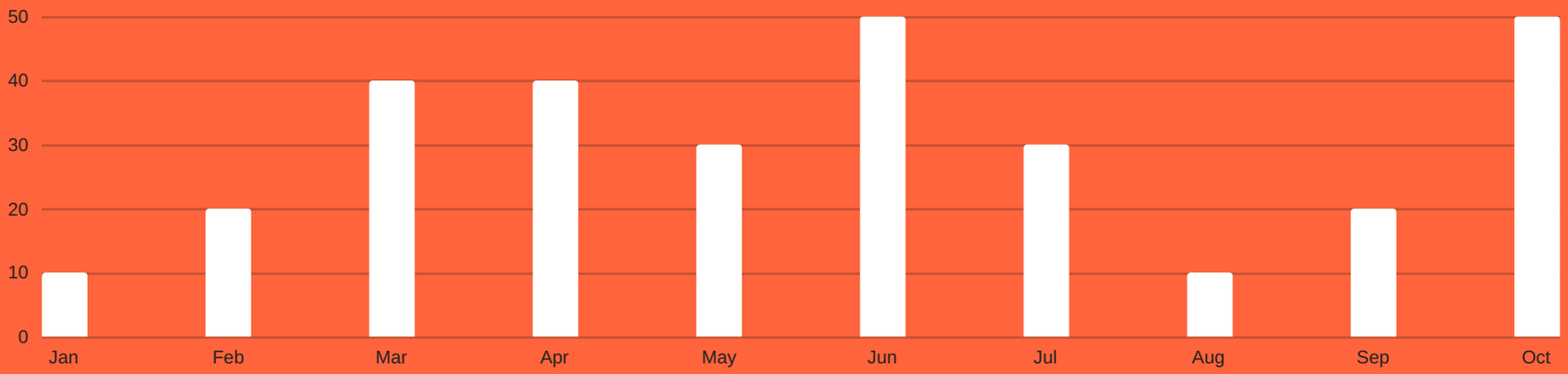
[Consultation] Sourcing Manufacturers - Product Sourcing

6.4: Backer Support & Refunds

6.5: Sending the Backer Survey

6.6: Setting Up your Online Store

START YOUR NEXT CAMPAIGN



START YOUR CAMPAIGN WITH LOCODOR!

WWW.LOCODOR.COM