



Cash from the Crowd: How to crowdfund your ideas and gain fans for your success

Sally Outlaw

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CROWDFUNDING—raising capital in small increments from a large number of people— will inject over \$5 billion into the economy this year and is becoming a powerful way to fund new ideas and generate buzz for new products and ventures. Although crowdfunding has the potential to be an amazing boost to entrepreneurs, only 40% of projects succeed in reaching their funding goal. Crowdfunding platform founder Sally Outlaw reveals how entrepreneurs can shift these odds in their favor.

Want to know which marketing efforts result in a 35% higher rate of contributions? OR, what is the best time and day to launch or promote a campaign? The answers to these and more are here.

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