



**Khierstyn Ross**

## **Leverage Your Fans & Following To Fund A Profitable Crowdfunding Campaign**

As an influencer, you're in a unique position to have your audience completely fund your next big idea. This crowd-funding blueprint will have your audience begging to dish out the dough for your wildest business dreams!

[www.kheirstyn.com](http://www.kheirstyn.com)

### **What is crowdfunding?**

A very attractive way to launch products online. She's talking about Kickstarter.com and Indiegogo.com. They've been around for a decade.

If you have a physical product and you have a quote from the manufacturer for making the first round, you don't need to be out of pocket - you can orchestrate a marketing campaign for the product awareness that you're launching on Kickstarter.

This builds a base - they're basically pre-ordering. It gets you funding and helps you get your idea off the ground. Success on Kickstarter will also bring interest from those who want to sell your product.

### **How can influencers leverage Kickstarter?**

If you're an established influencer, whether you're a coach, a blogger, or whatever, you'll want to create physical products and you'll want to get your brand known. Influencers have a base that can be great for Kickstarter.

It can create influencers by getting your product out there and use your story to engage. She wouldn't crowdfund services. Apps are tricky.

## **How do we know what type of crowdfunding project they should consider launching?**

It's more about the overall vision of how a product can add value. From that, you can launch a product based on that vision. The product could be a better version of something.

## **Would you steer people toward a physical product like supplements?**

Yes, but you can't use Kickstarter for supplements and Indiegogo is limited in what you can raise. For other physical products you have to ask yourself if your product serves a consumer market and is your product validated.

Marketing is key. Build your audience as your success is based on the marketing you do before launching. Don't depend on Kickstarter to build your business.

## **What are the core steps that need to happen?**

1. The founder gets an idea
2. Validate - get second opinions
3. Build an audience
4. Launch your campaign
5. Fulfill product and scale it into a business.

## **Is there a way to survey your audience to see what they're looking for?**

If you're an influencer, you can start to make a list of the pain points of your market. Reach out to your market to ensure these are the problems and ask what they've done to address these pain points. You're looking for feedback. You can even just ask yourself what your pain points are and what can be done about it.

## **Once people are confident about their idea, how can they get the maximum engagement?**

She has a predictable launch system.

You need a wait list. This comes from your audience being engaged and they have a landing page to show support. Engage with that wait list - you need to nurture that wait list. Get your

waitlist to convert. You can incentivize your wait list by offering a heavy discount for early birds or something like that.

## **How do you go from a launch to a business?**

When you do a successful crowdfunding, you then go into fulfillment mode. A big mistake is forgetting about your customers - you have to maintain the momentum to continue to capture sales.

Focus on developing a great product. Core backers are your assets. Look at the community you have and they can be your biggest fans for when you launch your business on Amazon or Shopify.

## **Do you have examples of successful campaigns?**

Founder.com was online only and they created a book of their finest moments and were highly successful in crowdfunding.

## **Any last thoughts?**

Kickstarter is not a get rich quick scheme. There is money and time that needs to go into the start of it.

There are a lot of resources on her website:

[www.kheirstyn.com](http://www.kheirstyn.com)