

Keep In Mind...

For many of the instructions, tips or suggestions in this checklist, there may be a perfectly good reason based on your unique situation to do things a little differently. Use this checklist as a guide and do not depart from the advice lightly. But, if after careful consideration, you determine that a different path or approach is appropriate, then you should proceed as you see fit.

Do the major sections in order (preparation, creation and execution). But, within the preparation and creation sections, you have some discretion as to what order you perform the task in. Just be certain to check each box so you get them all done!

People are always wondering how long this will take. The variance lies in campaign creation since most campaigns will be roughly 24-31 days in duration. The minimum prep and creation time is about 1 month but it typically takes people around 2-4 months to prep and create the campaign. When people take longer than that, it is usually due to factors in their personal life that have nothing to do with the campaign.

Campaign Preparation

Choose a platform, create a draft campaign.

- Use placeholder content such as a picture where the video should be and add a hastily written campaign description. You'll come back to all of this later but it is key to get started!

Create a comprehensive contact list.

- Seriously, write everyone down you can think of. You should get to at least 100 but probably more like 200-300. **Pro tip:** make a spreadsheet. The more organized and systematic you are here, the more helpful the list will be as you go along.

Create Project Budgets.

- Include minimum budget (good), standard budget (better) and dream budget (best). **Pro tip:** be sure to include campaign overhead such as platform fees and awards fulfillment.

Social Media Prep.

- Gather visual assets: photos, videos, whatever you have! These will be used for fun, interesting and informative social media campaign posts including: photos, unreleased videos and/or outtakes. (For musicians, this should definitely include acoustic, live, demo and/or unreleased tracks.) **Pro tip:** a good rule of thumb for social media posts is (at least) 70% content, (no more than) 30% sales. Which means give it away! And don't spend all your time asking for stuff.

- Choose a hashtag: consistently use this in posts during the campaign to help with your branding and online presence.

Campaign Creation

Set Your Goal Strategy.

- Official Goal Amount: I recommend that this be equal to your Minimum Viable Project Budget, i.e., the cheapest project you would still be willing to do.

- Create Stretch Goals: 2-4 is usually about right. These should be incremental additions to your official goal. The amount will depend on how much you can expect to raise but is usually between \$1,000 and \$10,000.

Create Rewards.

- Look at other campaigns to get an idea of what works. About 10-12 ought to do it for you, give or take a few. Try to keep the rewards simple to fulfill, you'll thank yourself later. Do this in a spreadsheet first so you can make easy changes. Iterate until rewards make sense and prices flow smoothly. **Pro tip:** Double-check your margins to make sure you'll have enough money left for doing your project!

Plan Your Message.

- Take the advice of professional marketers and turn the features of your project into benefits. For artists, this means that instead of blabbering and on about the specifics of your project, you work to make emotional connections and illuminate the broader story including why doing this project is so important to you personally, how you arrived at this point, what the mission at hand is and what the desired end result is. **Pro tip:** Rarely does an artist overdo it when describing purpose, mission and emotional connections. They usually skip to the specifics way too fast.

Create Your Video.

- Draft storyboard: write down what you plan to say based on the message from prior step.
- Record Rough Draft: Review to assure you've found an authentic, positive tone and are not conveying negativity. **Pro tip:** Do this in as short a time as possible to get past hurdle!
- Record Final Draft: use your phone, recruit a friend with a DSLR or hire a professional **Pro tip:** Keep in mind that how much you raise will not depend on which you choose. Instead, it will be a function of your message and how you reach out to people.

- Final Edit: include music bed, B-roll and photos to give the video flow and visual appeal. Keep it under 3 minutes!

Create Written Campaign Description.

- Use images. Tell your story and showcase your purpose. Nail Your Call To Action. Highlight your project plans sharing specifics about how you'll create your final artistic output. Lay out your budget and include your goals and stretch goals.

Create a Campaign Calendar.

- Lay out precisely what you'll do and when including when you'll send emails and when you'll make social media posts. **Pro tip:** pay extra special attention to pre-launch, launch and end sequences!

Campaign Execution

Pre-Launch.

- Gather feedback and suggestions.
- Make necessary edits.
- Schedule any press for 2-4 days *after* the launch.
- Pre-load 4-7 days prior to campaign launch.

Launch.

Pro tip: Get on these tasks right away, don't wait. Campaigns who execute this well often raise 50-100% of their official goal amount during this window which puts them well on their way to stretch goals. (Only doing Facebook posts won't cut it.)

- Get a hold of people like crazy by phone, text and email.
- Post to social media.
- Thank your backers individually and publicly, if possible.
- Send campaign update(s).

Mid-campaign.

Pro tip: Stay positive. Progress often slows up here, sometimes to a grinding halt. It can be very discouraging. Keep your head in the game and spend a few minutes per day doing the simple things. Don't check out because things **will** pick up again!

- Be diligent and contact people each day.
- Post to social media.
- Thank your backers individually and publicly, if possible.
- Send campaign update(s).
- Don't Give up!

End.

Pro tip: Even though mid-campaign probably left you bummed, double down and get started again. Campaigns who execute this well often raise 20-50% of their total funds during this window of opportunity!

- Get a hold of people like crazy by phone, text and email.
- Post to social media.
- Thank your backers individually and publicly, if possible.
- Send campaign update(s).