

PROJECT DESCRIPTION

Your project description is less important than your video and rewards AND much more difficult to tell what really helps versus what really hurts.

But it is an opportunity to build on the other aspects of your project...

I have seen a variety of approaches ranging from a letter-style, personal appeal to a comprehensive, several page description with infographics, budgets, personal pictures and everything but the kitchen sink.

Here are the general sections that your project description should contain:

1. Your Purpose plus a Call to Action: "Please choose a reward to the right and become a backer today."
2. Your Musical Plan including commentary on songs, musicians, studios, etc...
3. Your Money Plan including general framework for how you'll use the money. Talk about the plan for your DREAM PROJECT, i.e., your highest stretch goal right from the start. For example "my official goal is \$1000 but it will really take \$10,000 to record a CD that will set listener's ears on fire and properly promote and tour the album"
4. Your Rewards including anything special you have to say about your rewards and possibly some great pictures and/or a rewards info graphic (see Carsie's example that follows)
5. Your Ultimate Call To Action: "Please choose a reward to the right and become a backer today." This should be set apart using font changes (size, bold, and/or italics) or possibly a nice graphic.

Here are two STELLAR examples of information that is useful, appropriate and visually appealing:

<http://www.kickstarter.com/projects/carsieblanton/jazz-is-for-everybody>

<https://www.kickstarter.com/projects/1089614302/the-happiness-and-connection-project>

I particularly like their rewards infographic. (Got any graphic design friends?!)

Here are the rules/best practices as I see them.

1) Your Purpose: absolutely, positively sincere and authentic.

Prepare to write by taking a few moments to center yourself.

Close your eyes and reflect on your dreams, your vision, your purpose.

Take a step back from all the planning we've been doing, forget about the obstacles and the stress and just let the energy flow.

Then, puke it out in a couple of paragraphs!

See what happens and we'll edit that up a little bit.

Your overall goal is to be you, to be legit, and to say what you've said in the video in a slightly different way.

With this section, we are accomplishing 2 things:

1. We are saying the same thing 2 different ways (once in the video, once in the description) b/c particular language may catch one person while other language may catch another.
2. We are social proofing the whole concept by offering two different accounts of the same thing. Even though it's actually you both times, it gives the viewer multiple repetitions of seeing/hearing/reading the same thing.

(You'll probably find yourself doing this same exercise over and over via social media over the campaign!)

2) NAIL your CALL TO ACTION

Make darn sure you get this right.

Research shows again and again that people need to be told *what to do* and *when to do it*.

Make sure your call to action is idiot-proof.

Make sure it is OBVIOUSLY seen. For example, if a person *didn't* read your project description, they should still notice your Call to Action as they are skimming down the page while checking out rewards and/or just skimming the project description.

Last, it's okay to do this 2 or 3 times. Sure you don't want to plaster your description like a used car salesman but it should appear at the end of your Purpose and at the very end of the description. If you have a super-long description, you can put another one someplace in the middle that is appropriate and tasteful.

3) Justify Your Goal With Numbers

It is also difficult to verify this, but my strong impression has been that the Crowd looks for justification of your goal amount and if they can't find it at some point, they stop contributing.

It isn't hard to justify as long as you have done your homework and can give them the numbers.

This is really simple in terms of recording a CD but in your case, the dollar amounts are high and the return to those dollar amounts is a little more ambiguous. In other words, the Crowd can easily comprehend the dollars that go into a recording project but they have a tougher time understanding the value of money spent on label-like actions (PR & marketing, distribution, etc.).

So, anything you can do here to justify those amount by explaining to people what will be done with the money will help a lot.

It doesn't have to be difficult. You can just say "\$10,000 will fund an east coast PR campaign for 6 months. This will assist in gaining media exposure by setting up interviews and on-air performances as well as blah blah blah."

4) Use images to augment and help conversion rates

It is standard marketing lore that images help conversion rates.

Can we prove it in Kickstarters? No, but it won't hurt and does a nice job of breaking up the description into digestible chunks as well as giving the viewer another potential connection point.

Album art is killer.

What else do you have?