

# How we Raised \$750,000 through Crowdfunding

## 15 Steps

A wide-angle photograph of a cityscape at sunset. The sky is filled with warm, golden light from the setting sun on the right, with scattered clouds catching the light. The city below is silhouetted against the bright sky, with several prominent skyscrapers visible in the distance. The overall mood is one of transition and hope.

LEAP

Salto



InDemand

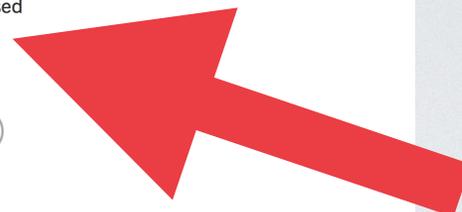
COACHING Movie - Let's Inspire 1 Million Lives

Let's inspire 1 million to succeed in Life & Business through the Power of Coaching! #CoachingMovie

Profile for Patryk Wezowski, Los Angeles, United States. Includes 'About' and 'Ask a question' links.

\$185,000 raised on Indiegogo

\$185,718 USD total funds raised
103% funded on March 12, 2015



STORY UPDATES (7) COMMENTS (132) BACKERS (801)

Let's Empower 1,000,000 Lives through Coaching!

You can still contribute!

Thank you for making this film campaign a success! You helped to raise \$180k on Indiegogo and \$320k from investors. With a total of \$500,000 raised until today, we decided to start filming in September 2015! To make this film an awesome theatrical experience, you can still contribute to this campaign and let's inspire many lives together.

PERKS

FEATURED \$10 USD Coaching Tools & Thank You. Description of the perk and 161 claimed status. ESTIMATED APRIL 2015

\$565,000 raised from investors

TOTAL = \$750,000

You can Apply  
These 15 Steps  
**To Raise Funds  
for Your Business**

# **Step 1: Attractive (Domain)Name**

# Examples:

- [www.CenterForBodyLanguage.com](http://www.CenterForBodyLanguage.com)
- [www.MicroExpressionsTrainingVideos.com](http://www.MicroExpressionsTrainingVideos.com)
- [www.CoachingMovie.com](http://www.CoachingMovie.com)

# Tips:

- **Include your main keyword**
- **Easy to remember**
- **Simple to say over the phone**

# **Step 2:**

# **Clear Mission**

# **Inspiring & Measurable**

# Let's Inspire 1,000,000 Lives

Join the mission of the "Leap" Movie to transform over a million lives to be more successful in life and business through coaching

Help Us Share the Inspiration!



2K  
SHARES

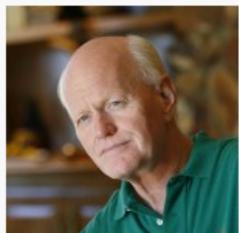
GET FREE TRAINING

# Step 3: Great Website

# **Step 4: Find Ambassadors & World-Class Collaborations**

# Experts Featured in Coaching Movie:

**Dr. Marshall Goldsmith** has been recognized again as one of the top ten Most-Influential Business Thinkers in the World and the top-ranked executive coach at the 2013 biennial Thinkers50 ceremony in London. Dr. Goldsmith is the author or editor of 34 books, which have **sold over two million copies**, been translated into 30 languages and become bestsellers in 12 countries.



**Jack Canfield** is the beloved originator of the Chicken Soup for the Soul® series and watched it grow to a billion dollar market. As the driving force behind the development and delivery of more than 123 million books sold through the Chicken Soup for the Soul® franchise (and over 500 million copies in print worldwide), Jack Canfield is uniquely qualified to talk about success. Affectionately known as “America’s #1 Success Coach,” Jack has studied and reported on what makes successful people different.



**Mark Thompson** is CEO of the Growth Leadership Academy, a New York Times bestselling author and one of America’s top venture investors with the ‘Midas’ touch. Based in Silicon Valley, he’s been a visiting scholar at Stanford University and a pre-IPO investor in Facebook and several firms acquired by Google, Apple and HewlettPackard. Mark is a leadership advisor to the World Bank, a founding patron of Sir Richard Branson’s Entrepreneurship Centres and a partner to Steve Jobs, Charles Schwab and Virgin Unite.



**John Gray, Ph.D.**, is the leading relationship expert in the world and best-selling author of Men Are from Mars, Women Are from Venus. John’s books have sold over 50 million copies in 50 different languages around the world. His many books, videos and seminars teach men and women how to understand, respect and appreciate their difference in both personal and professional relationships.



**Dr. John F. Demartini** is a world renowned specialist in human behavior, a researcher, author and global educator. Dr. Demartini has addressed public and professional audiences up to 11000 people at a time across the world and shared the stage with some of the world’s most influential people such as Sir Richard Branson, Stephen Covey, Wayne Dyer, Deepak Chopra, Donald Trump and many more. From the thousands of testimonials he receives annually, Dr Demartini’s work changes people’s lives forever.



**Marci Shimoff** is a #1 New York Times best-selling author, celebrated transformational teacher, and expert on happiness, success, and unconditional love. Her books include the international bestsellers Love for No Reason and Happy for No Reason. She’s also the woman’s face of the biggest self-help book phenomenon in history, as co-author of the Chicken Soup for the Woman’s Soul series. With total book sales of more than 15 million copies worldwide in 33 languages, Marci is one of the bestselling female nonfiction authors of all time. Marci is dedicated to helping people live more empowered and joy-filled lives.

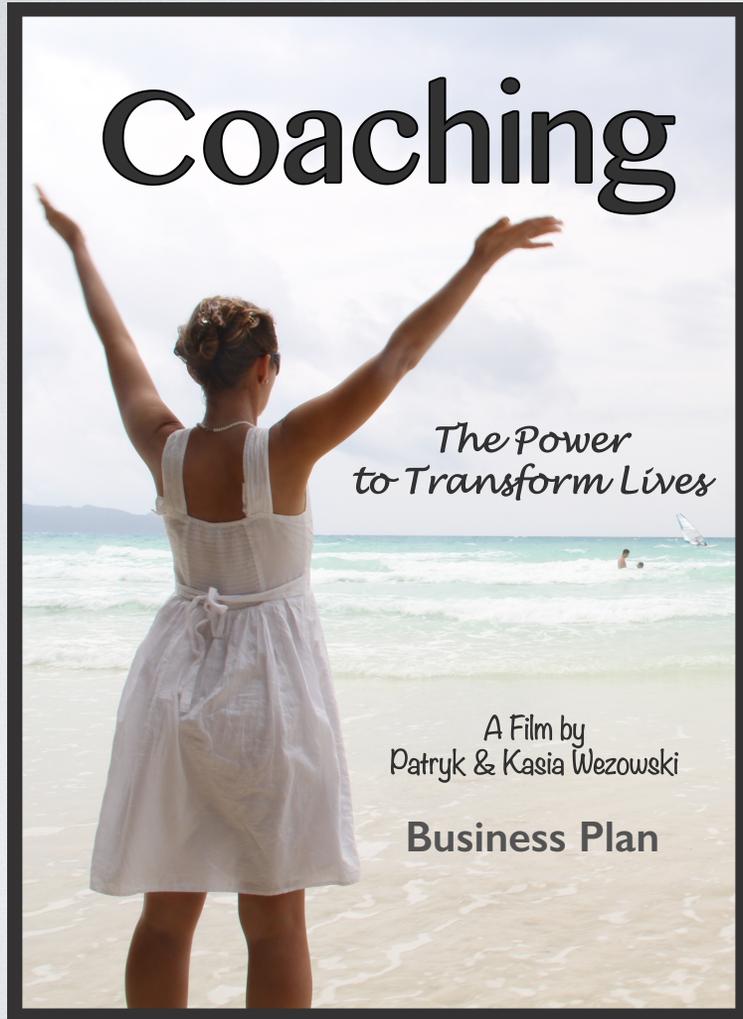


**Step 5:**  
**Calculate Your**  
**Minimum**  
**“Go Point”**

- “Go Point”*
- 
- **\$100k = Minimum in bank before crowdfunding**
  - **\$150k = Crowdfunding goal**
  - **\$200k = Minimum total raised to start making film**
  - **\$400k = Ideal budget**
  - **\$500k = Dream budget**

**We raised until now \$750k**

**Step 6:**  
**Implement a Proven**  
**Business Plan**  
**with a Coach or Mentor**



- **Scalable**
- **Pro-active**
- **No-brainer**

# **Step 7: Find the First Investors**

**Step 8:**  
**Keep Going!**  
**“No” comes first.**  
**“Yes” comes at the end.**

# Stats:

- **6 months**
- **40 000 emails**
- **8 calls per day**
- **Total of 1 000 calls**
- **30 Investors**

39000 Persons were not interested to have call.

970 Persons said “no” after a personal call.

On average 1 person said “yes” after a full time week of calls.

# **Step 9: Find Partners & Engage Your Network**

# Partners:



Center for  
Body Language



# Step 10: **TEST** the conversion of your campaign

**Visits x buyers % = \$\$\$**

**To raise \$\$\$ with your current % conversion,  
how many visits/leads do you need?**

**Step 11:**  
**Make sure you reach**  
**your goal**  
**BEFORE you start!**

# Thinking process before you start:

**“I raised \$10k by contacting 1000 persons.  
If I contact 20000 persons, I will raise \$200k.”**

## **Backup Plan:**

**“I already raised \$100k in 3 months  
using 20% of my network.**

**So if I use 80% of my network in the next 6 months,  
I have the potential to raise \$500k.”**

# Step 12: 100% Focus

Raising \$200k+ through crowdfunding takes 9 months full time work.  
Plus 100-500 working hours of assistants.

# **Step 13: Engage the network of your network**

# Create a Referral Program



## Coaching Movement Referral Program

Let's Inspire 1,000,000 Lives Together!

### Three Easy Steps to Share and Grow the Movement:

1. [CLICK HERE](#) to sign up for Indiegogo
2. **CLICK ON 'LINK'** directly below our video on <http://coachingmovie.com/i> to copy your unique link
3. **Share your unique link** with friends, connections, clients, and coaching colleagues.

Together we can transform more lives and benefit the whole coaching community!

All you have to do is copy your unique 'Link' on the [Coaching Movie Indiegogo](#) page (it's right below our video) and share it with friends, connections, clients, and coaching colleagues.

If you refer 3 contributions at any level, you will get a 'Thank You' Credit at the end of the film. Simple as that. All referrals to date count so [check your stats](#) and help us inspire 1 million lives together!

### Topics covered on this page:

- [Where to get your referral link](#)
- [Email template to send to your connections](#)
- [How to track results](#)
- [Ways to boost results](#)
- [What you will earn](#)
- [FAQ](#)

### Share The Inspiration!

To be able to inspire even more lives, you can now **join our referral program!**

**Here's how to create your referral link (takes 20 seconds):**

**<http://coachingmovie.com/refer>**

# **Step 14: Build on your successes**



Coaching Movie made the Indiegogo crowdfunding **HOMEPAGE** as the **TOP TRENDING** Film today!  
Thank you everybody!!  
[www.CoachingMovie.com/i](http://www.CoachingMovie.com/i)

### Trending Now

[See All](#)

#### FILM



**COACHING** Movie - Let's Inspire 1 Million Lives  
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**\$86,769** USD



#### TECHNOLOGY



**Storm Electric Bike**  
The world's most affordable eBike. Priced under \$500 for a Limited Time. Offer Ends 2/6/2015.

**\$2,643,141** USD



#### TECHNOLOGY



**CarVi - Smart Tech for Safer Driving**  
Meet CarVi: Versatile, Affordable and Easy to Install Driver's Assistant

**\$35,364** USD



#### TECHNOLOGY



**Typed: A Better Blogging Platform**  
Setup and publish your own blog in seconds. Multiple sites, extra pages, collaboration, and more.

**\$56,642** USD



# **Step 15: Give Amazing Value**

**FREE**

**Strategy Call:**

**[www.Wezowski.com/Call](http://www.Wezowski.com/Call)**

For founders of startups with an aim to raise \$100k+

# Everything is within Your Reach

[www.Wezowski.com/Call](http://www.Wezowski.com/Call)