

15 STEPS To Guaranteed Crowdfunding Success

*The Strategies That Helped Us
Raise \$5,000,000 For Our Films*



www.wezowski.com

YOU HAVE THE IDEA,



NOW YOU NEED THE FUNDS

Congratulations, you've already achieved the most important part.

You have an idea that you think will change the world, an idea for a film that will entertain and inspire millions, or a new product that will make people's lives easier.

To develop the idea and bring your passion to the world, you need the funds. One of the most effective ways of sourcing the funds for a film or passion project is through crowdfunding.

My dream project was LEAP, a documentary about the coaching profession, which is something I've given much of my life to. My wife, Kasia, and I had the idea, but we had no funds to turn this dream into reality.

After a lot of trial and error and many expensive mistakes, we figured out the crowdfunding formula that allowed us to raise \$185,000 on Indiegogo - the world's number 1 crowdfunding platform - and a further \$815,000+ through private investment.

Having raised a total of \$1,000,000+ for LEAP, and \$5,000,000+ in total for our past movies, thanks to the process you're about to learn, we've been able to create beautiful films that inspired millions of people around the world.

We've also helped several other people raise funds for their projects, further refining this step by step process.

Provided you have a good idea and the passion and commitment to bring it to the world, then I fully believe that these steps could help you raise the \$100,000, \$500,000 or even a million dollars or more you need to bring your dream to life.

Want us to personally evaluate your crowdfunding strategy and give you actionable advice? If you have a great idea and plan to raise at least \$500,000 then let's talk. You can schedule a free strategy call here:

www.wezowski.com/apply

15 STEPS TO GUARANTEED CROWDFUNDING SUCCESS

Get an attractive domain name

Define a central mission

Create a great website

Find ambassadors

Calculate your minimum go point

Implement a proven business plan

Find your first investors

Keep going!

Recruit partners and engage your network

Test the conversion

Win before you begin

Focus 100%

Engage the network of your network

Build on your successes

Give amazing value



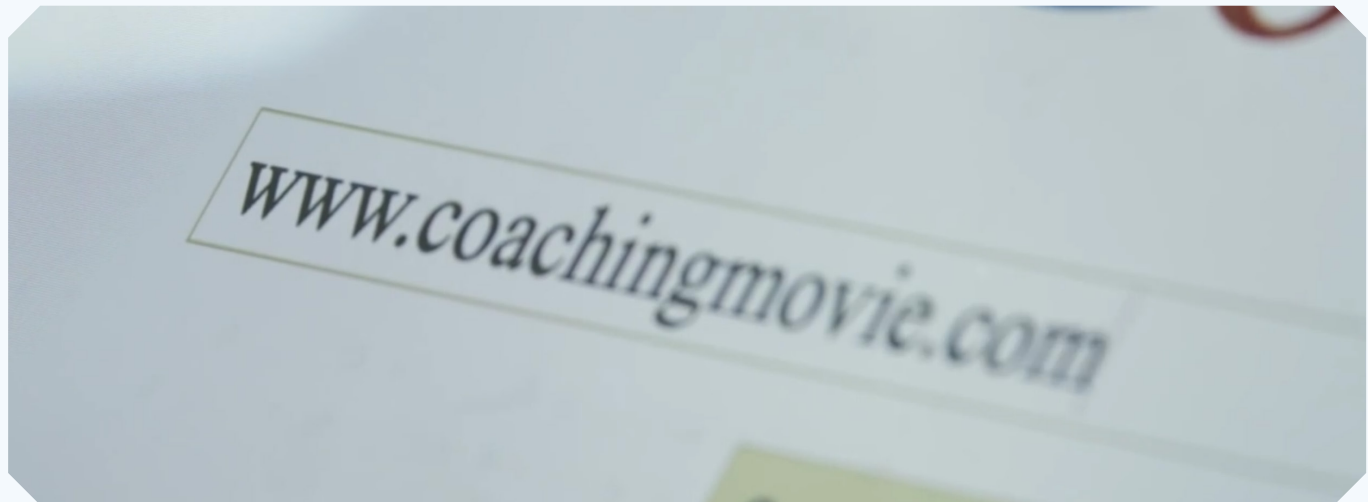
1. Get an attractive and simple domain name

To run a successful crowdfund, you're going to need a clear, memorable domain name for your website. This should be something that you can communicate easily over the telephone, something simple, relevant and keyword focused.

For our movie about coaching, we got the domain name 'www.CoachingMovie.com.' For our body language business, we have 'www.CenterForBodyLanguage.com.' Your domain name should clearly reflect that central purpose of this particular project.

If you already have your own name brand or a central project, you should keep this domain name separate from your other activities. Focus it exclusively on the project for which you are raising funds.

The idea is that you can mention this project to someone in conversation, and they can easily type it into their browser without having to think. Avoid special characters like hyphens. Keep it as simple as possible.



**MAKE IT SIMPLE AND EASY FOR
ANYONE TO REMEMBER**

2. Define a central mission

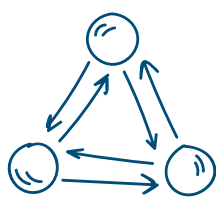
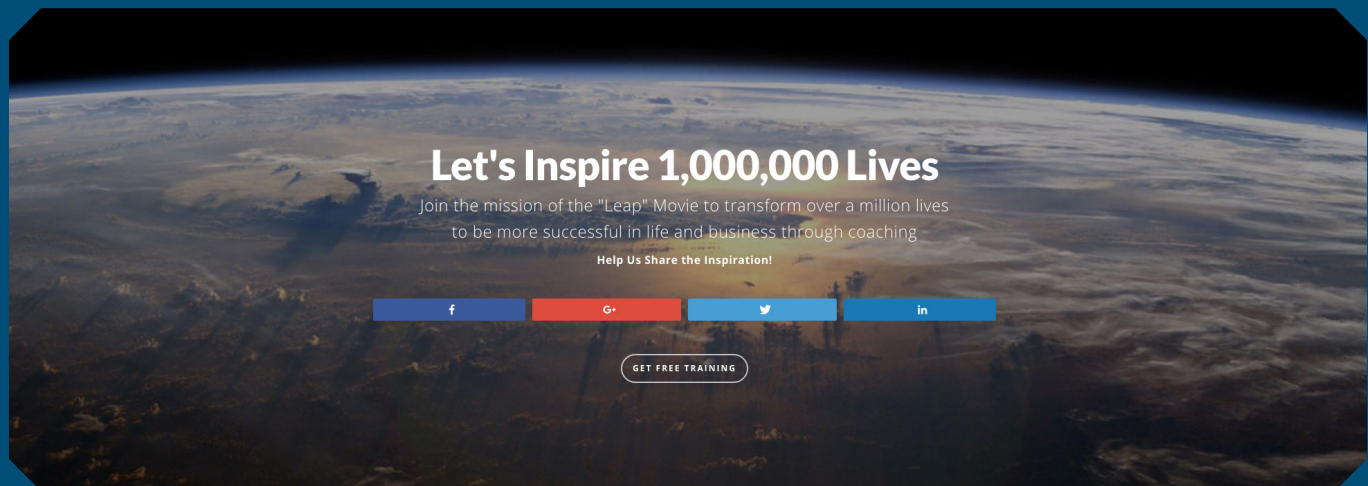
To motivate people to get on board it's essential that early on in the process you define a central mission that is both inspirational and measurable.

The mission for LEAP, our coaching movie, is to inspire one million people to be more successful in life and business. This message is shouted from the rooftops, is written at the very top of our website and is part of nearly all marketing and investment related material that we send out.

Your mission should be

- a. Inspiring. Something that gets people excited, something they can rally around.
- b. Measurable. Something you can clearly track, evaluate and prove, like to reach a certain number of people and get your product in a certain number of countries.

Your mission helps unify people behind you and makes your project stand out. It's much easier and more tempting to get behind a *mission* than merely a *product*.



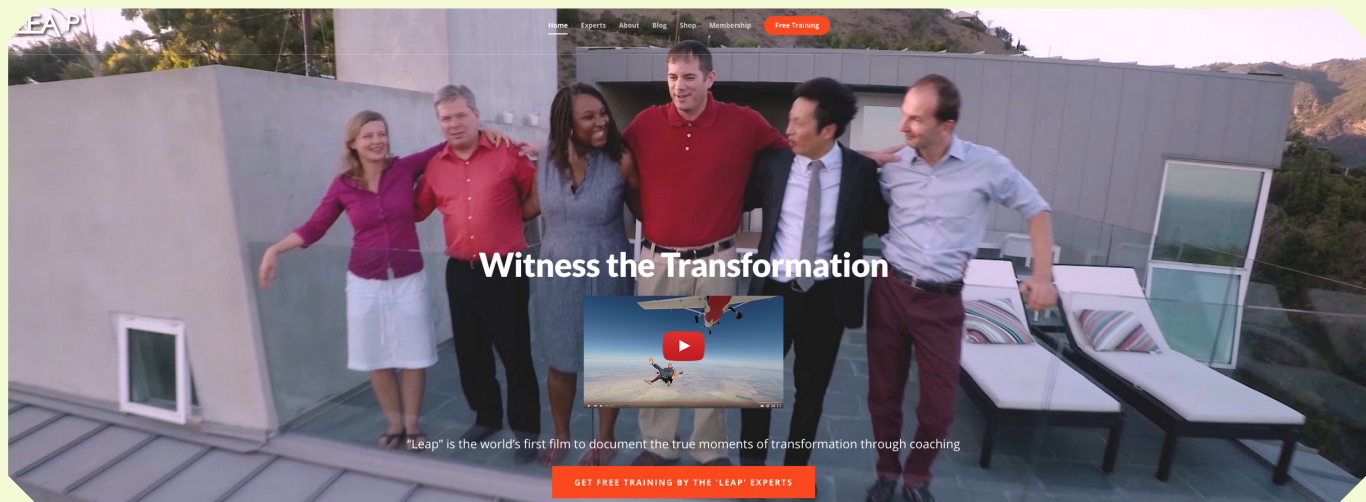
**YOUR MISSION CREATES A
MOVEMENT WHICH OTHERS
WILL BE INSPIRED TO JOIN**

3. Create a great website

Your website is your business card to the world. Do not be afraid to spend some money on a great website which doesn't only look good on the desktop computer, but is also responsive which means it looks great on mobile phones and tablets as well.

If you're not a technical person, it's easy to outsource this - just google 'hire a website developer.' Outsourcing is a great strategy because it allows you to focus on what you do best and leave the other aspects to those with specific skills.

Use a CMS like Wordpress to make it easy for you to update and change your website without technical skills. Feel free to use our film website, www.CoachingMovie.com as an example. Just send it to a freelancer and say 'I want to create a website that looks like this.'



**OUTSOURCE THE DEVELOPMENT
TO A SPECIALIST SO YOU CAN
FOCUS ON WHAT YOU DO BEST**

4. Find ambassadors

Get the number one people in your industry to support you early on in the process and future investors will be eager to join. Begin at the top and find world class collaborators before you even begin and they'll lend credibility and prestige to your project right from the start.

One of the earliest people to come on board for our film LEAP was Marshall Goldsmith, the world's #1 executive coach. From that moment many people in the coaching industry looked up to our project and we were quickly joined by Mark Thompson, advisor to Richard Branson and Steve Jobs. Once we had Mark, Marshall and other big names like Jack Canfield on board, many others were eager to join in.

Inspire big names with your mission and your passion. If you're sincere and authentic, they'll respond to you and then others will follow in droves.



Dr. Marshall Goldsmith



Jack Canfield



John Gray



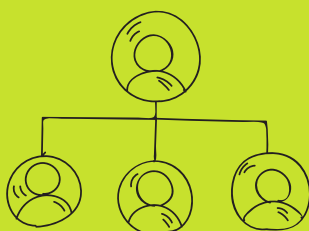
Mark Thompson



Dr. John F. Demartini



Marci Shimoff



**ONCE THE FIRST BIG NAME
JOINS YOUR PROJECT, OTHERS
WILL FOLLOW LIKE MAGIC**

5. Calculate your minimum go point

At the beginning calculate exactly how much money you need to raise in order to be certain that your project *will* make it.

Your 'minimum go point' isn't your full fundraising target. It's when you know for sure that you're in business, that you're going to pull it off.

For 'LEAP' we knew that we needed to raise \$200,000 to make the film that we had dreamed of. So our minimum tipping point was half of this. We knew that if we were able to raise \$100,000 in our first 6 months of looking for investors, then we'd definitely make it to \$200,000.

We didn't launch our crowdfunding campaign until we had **already reached** our minimum 'go point' by raising funds from private investors in advance. Before bringing our project to the world, we wanted to be certain that we were going to be successful.

Depending on the scale of your project just one investor may be enough to put you over the edge. Whatever the amount make sure you're clear on this right from the start so that when it's time to begin the crowdfunding campaign you are promoting from a place of confidence and certainty.



**KNOW IN ADVANCE THE EXACT
'GO POINT' WHEN YOU'LL SAY
"YES, THIS IS GOING TO WORK!"**

6. Implement a proven business plan

Implement a rock solid business plan with the help of an experienced coach or mentor. Get the advice of someone who has done this before and has had proven success in doing what you're attempting to do.

Your business plan not only sets the direction of your enterprise, but the written document will be a powerful recruiting tool for investors. Here are some tips for an effective business plan:

a. Scalable

Your business plan has to be scalable. Don't give away all the equity in the beginning. Remain open to the possibility of raising more than you may have expected and begin with this in mind. Think ahead about how you can structure your deals so that you'll be able to raise \$1million, \$2million or even \$4m if things go well. For example, don't start by giving away 10% of your company for \$50,000 because then it will be hard for you to get over \$500,000.

b. All Questions Answered

Inside your written business plan, proactively answer all the potential questions investor may. Use this as an opportunity overcome objections in advance, and make potential investors feel confident. This prevents resistance and shows that you know what you're doing and have already thought of everything.

c. Irresistible

Make investing a total no brainer. Offer an absolutely fantastic investment package that will warmly reward your backers. Give them a once in a lifetime opportunity that only your project can provide. Make it absolutely clear that they're getting something that they'll never find anywhere else. It should be so unique that saying 'yes' is easy, effortless and inevitable. After all, they are helping you bring your dream to life.

Even if you're already confident in your business plan, seek out an experienced coach or mentor. The coaching we received for our first movie from the advisor to Richard Branson and Steve Jobs, and several other world-class coaches who are featured in our film helped us add several hundred thousand dollars to the amount we raised.

We've seen many great business plans where even just a few small tweaks opened the potential for doubling or even quadrupling their impact.

Nothing is more valuable than the proven advice of an expert who has already gone where you dream to go. This is why we're happy to get in the phone *with you* and brainstorm about how to raise funds for your film. If your goal is to raise \$100,000 or more, then schedule a call with us, The Film Funders, here www.wezowski.com/apply



SEEK OUT AN EXPERT TO GUIDE YOU TO CREATE AN IRRESISTIBLE BUSINESS PLAN



- » Just getting started as a film producer? Seek out a coach or mentor
- » Already successful and ready to step things up? Talk to [The Film Funders](#)

7. Find your first investors

This is where the real hard work begins.

Get out there and start contacting potential investors. Research targeted potential investors and personally send them your business plan. Be prepared to spend a lot of time on the phone!

Think about who would benefit from investing in your project and ask yourself where they hang around. If you plan to work with successful authors, cast your eyes over the local bestsellers list. If you want to work with seminar leaders and speakers, have a look at the upcoming events happening in your area and get yourself a ticket. Look at directories of investors who have already contributed funds to projects similar to yours.

Put yourself in the shoes of *your ideal investor* and ask yourself where they'd be hanging out. Then get in touch and start the conversation.



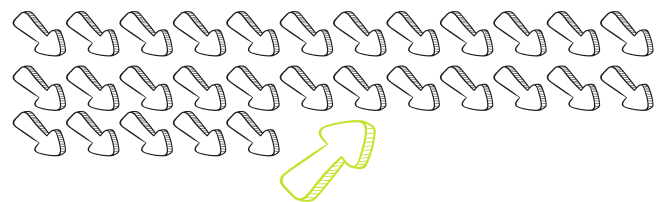
**YOUR INVESTORS ARE ALREADY
OUT THERE! ONCE YOU
KNOW WHO THEY ARE, IT'LL
BE SIMPLE TO FIND THEM**

8. Keep going!

Be aware that 'no' usually comes before 'yes'. Don't get disheartened. The 'yeses' will come in later if you keep at it.

We spent 6 months recruiting the first investors for LEAP. After over 40,000 emails and 1000 phone calls over 6 months, we finally had our first 30 investors on board. That's right, after speaking to 1000 people only 30 said yes.

I heard no 970 times during my 1000 calls for LEAP, and most of those no's came at the beginning. I did about 30 calls a week, which means I was hearing 'no' 29 times each week. But every now and then, one would say 'yes.'



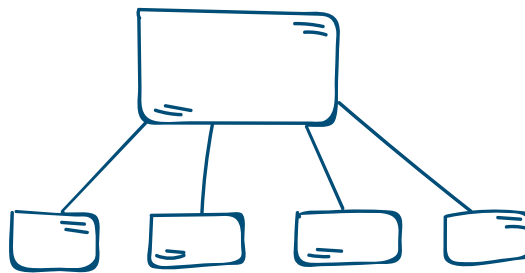
**YOU WILL HEAR 'NO' A LOT
BEFORE YOU HEAR 'YES!'
NEVER GIVE UP!**

9. Recruit partners and engage your network

Get others engaged to get to work and promote your project for you. Many of the 970 potential investors who had refused to invest their own money in our first film ended up becoming some of our most enthusiastic promotion partners, energizing their email lists to contribute to the crowdfunding campaign.

When people said 'no' to investing, I didn't stop. I asked them if they would be willing to support my film in other ways, like promoting the campaign. Since we'd already built a connection over the phone, this often worked out.

If you have a compelling mission and have succeeded in finding some big name ambassadors in step four, it will be easy for you to recruit further promotion partners. In the same way that you reached out to investors, give people the option of supporting your film through their networks. This gives them the chance to help out, be part of your movement and get rewarded without investing their own funds.

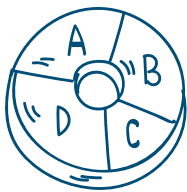
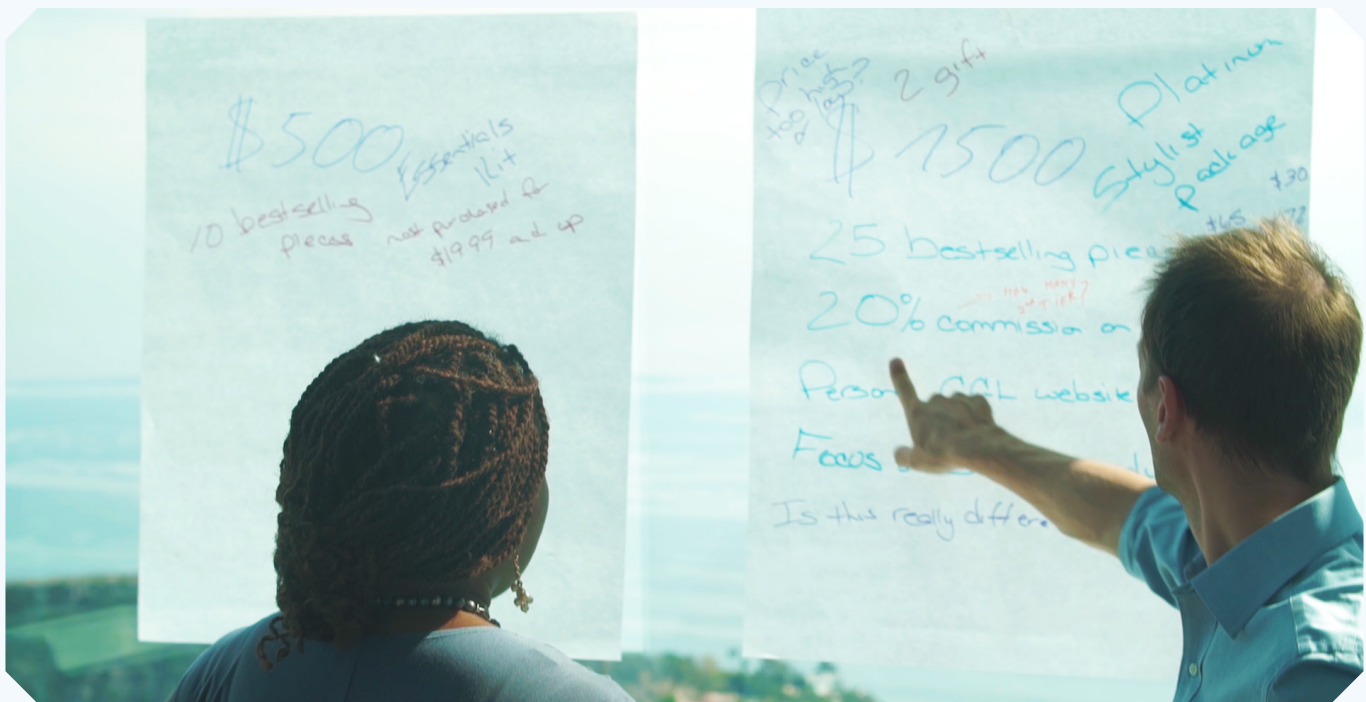


**NOT EVERYONE WILL INVEST, BUT MANY
PEOPLE YOU CONNECT WITH WILL BE EAGER
TO HELP PROMOTE YOUR CAMPAIGN**

10. Test the conversion

Test the conversion rate of your crowdfunding campaign before you go live on a crowdfunding platform so you know exactly how it's going to convert. Once you publicly begin your crowdfunding campaign you only get one chance to make a great impression on the world at large, so you're much better off running with a solid, proven page which you've already tweaked and tested.

Before going onto one of the big crowdfunding platforms like Indiegogo, test the conversion rate of your gifts, perks and rewards by offering them to your private network. If they are interested, start measuring how well it converts so you're able predict how much exposure you will need to meet the end goal.



TEST IN ADVANCE SO WHEN YOU GO LIVE, YOU'LL KNOW THAT YOU HAVE AN OFFER AND SETUP THAT WORKS

11. Win before you begin

Make sure you have the capacity to reach the goal of your crowdfunding campaign *before you even start*. Based on your initial fundraising success and the conversion rate of your tests, how likely are you to reach your goal? Do not go live until you are as sure as it's mathematically possible to be that your crowdfunding campaign will be a success.

Let's use a simple example to make this clear. If you raised \$10,000 from your tests from your own list of 10,000 people, this means your campaign is likely to convert at about \$1 per person. If your crowdfunding goal is \$100,000 then you'll have to reach out to 100,000 people for your crowdfund to succeed. Do the lists and networks of all your promotion partners and ambassadors add up to over 100,000, and are you certain they'll vigorously promote for you?

If so, then you're already there, so you can begin with confidence. If not, then you know that you need to spend more time recruiting partners.



**When You've Reached Your Minimum 'Go Point,'
It's Now Time to Take Your Campaign Public**

**DO THE MATH SO THAT YOU'RE SURE OF
SUCCESS BEFORE YOU EVEN BEGIN**

12. Focus 100%

Running a successful fundraising effort is a fulltime job. It took me 9 months of dedicated work to raise the first \$200,000 for LEAP, including up to 500 hours of additional work from assistants who I paid for.

Once you have had some proven success behind you and an experienced team infrastructure in place it gets easier, but for your first campaign expect to be putting in the hours. As much as possible remove all distractions and pause all other projects.

Prepare to be spending several hours everyday on the phone with potential investors and promotion partners, and many more answering emails and pouring over your business plan and promotion material.

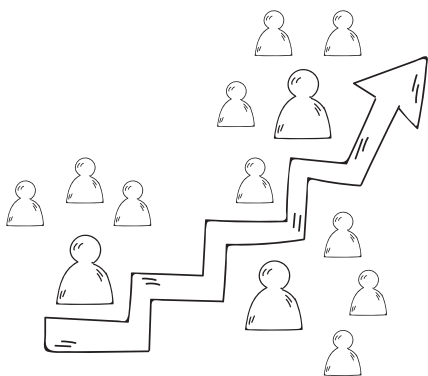


**A GOOD CROWDFUNDING
CAMPAIGN CAN SEND AN
AVALANCHE OF FUNDS
IN YOUR DIRECTION. IT'S
WORTH IT, BUT YOU HAVE
TO *WORK* FOR IT**

13. Engage the network *of* your network

By this stage you will have done a great job recruiting both investors and promotion partners. It's time to let things snowball and exponentially increase your reach by letting the *network of your network* also get behind you and promote your project.

Create a referral program and make it dead easy for people - even people you haven't personally spoken with and spent time on - to sign up, create a tracking link, and recommend other people to your crowdfunding campaign. You can reward them with a % commission and / or rewards and recognition related to your film or the product that you're raising funds for.



**CREATE A REFERRAL
PROGRAM AND RECRUIT
AN ARMY OF PASSIONATE
PARTNERS**

14. Build on your successes

Once you have achieved some success and your campaign starts to get traction then show this to the world. This helps build momentum and increases the credibility of your campaign. It makes it more desirable for other people to come on board when you're clearly doing well and on your way towards a spectacular success.

When our Indiegogo crowdfunding campaign for LEAP was 'top trending' on their homepage and made the record for the most funded European documentary we put this right on our page and announced it to everyone.

The screenshot shows the Indiegogo homepage with the 'Trending Now' section. The 'Coaching' campaign is highlighted with a red box and an arrow pointing to it from a text box on the right. The text box contains the following text:

Coaching Movie made the indiegogo crowdfunding HOMEPAGE as the TOP TRENDING film today! Thank you everybody!! www.CoachingMovie.com/i

The 'Trending Now' section displays four campaigns:

FILM	TECHNOLOGY	TECHNOLOGY	TECHNOLOGY
Coaching Movie & Foundation Let's inspire 1 million to succeed in Life & Business through the Power of Coaching! #CoachingMovie	Storm Electric Bike The world's most affordable eBike. Priced under \$500 for a Limited Time. Offer Ends 2/6/2015.	CarVi - Smart Tech for Safer Driving Meet CarVi: Versatile, Affordable and Easy to Install Driver's Assistant	Typed: A Better Blogging Platform Setup and publish your own blog in seconds. Multiple sites, extra pages, collaboration, and more.
\$86,769 USD 58% 34 days left	\$2,643,141 USD 3,524% 26 days left	\$35,364 USD 35% 43 days left	\$56,642 USD 283% 22 days left

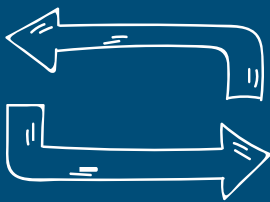
**BUILD ON YOUR SUCCESSES AND FULLY CAPITALIZE
ON EACH AND EVERY MILESTONE YOU REACH**

15. Give amazing value

Walk your talk with integrity and deliver on your promises. Reward the trust of your investors.

Remember they have trusted you with their hard earned funds and their reputation, and it is they who are making it possible for you to give life to your vision. Work not only for your goal, but also for them. The more successful you make your investors the more your reputation will flourish and the more you'll be able to build on this for your future projects.

After all, once you see how hugely successful a well run crowdfunding campaign can be, you're going to want to do it again, right!



**REWARD YOUR INVESTORS FOR
TAKING A CHANCE ON YOU**



You have the resources and ability within your reach to make a beautiful film, a life changing new invention, a brilliant contribution to the world. I hope these steps will help you bring your vision that much closer. If you want to talk about your project, then let's have a chat. If you have a big goal and plan to raise at least \$500,000 to make it happen, then [go here](#) to schedule a call with me: www.wezowski.com/apply.

The Film Funders

Patryk & Kasia Wezowski are the founders of three thriving businesses which all share a common goal: to inspire millions of people around the world to live lives to the full. Through The Center for Body Language they help business people communicate with more impact. Through New Vision Film they make movies which are set to touch millions of lives. With New Vision they help experts leverage their knowledge into books and online courses. By combining business and marketing expertise with visionary level passion and drive, Patryk and Kasia continue to define the leading edge of the personal development world.



“ Testimonials



Mark Thompson | Advisor to Richard Branson and Steve Jobs

Thank you for your leadership. You're making a big difference in the world and people will be served by your project, so thank you for that.

Jack Canfield | America's #1 Success Coach

I want to encourage everyone to watch "Leap", because you'll realize that such a transformation can happen for you too.



John Gray | Best Selling Author of "Men Are from Mars. Women Are from Venus"

I'm so excited about your movie. People will get really get a chance to see what coaching can do for people.

Marci Shimoff | #1 New York Times bestselling author

I'm on a mission to inspire 1 million lives as well, so we have very similar missions.



Daniel Goleman | #1 Emotional Intelligence Expert

I've completely enjoyed our time and I hope it will be helpful to the people you're training and working with.



Apply For a Strategy Call & Let's Fund Your Film

www.wezowski.com