

FILM TROOPER presents

# FILM MARKETING FRIDAYS



# Crowdfunding Success Story

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- Rosetta: Audio-Visual
  - <http://www.indiegogo.com/projects/rosetta-audio-visual#homer>
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# 6 Tips of a Successful Campaign

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1. Keep your campaign under 30 days
2. Make a budget and include it on the page
3. Offer a lot of smaller awards/perks
4. Reach out to people you know before the launch
5. Send out tailored messages
6. Follow up individually

<http://www.entrepreneur.com/article/234707>

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# 3 Tips from IndieGoGo

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1. Make a great campaign
2. Offer interesting perks
3. Do you have an audience that cares?

\$25 perk is the most popular

<http://www.inc.com/danae-ringelmann/playbook-3-crowdfunding-pro-tips.html>

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# Don't Go Away Empty Handed ...

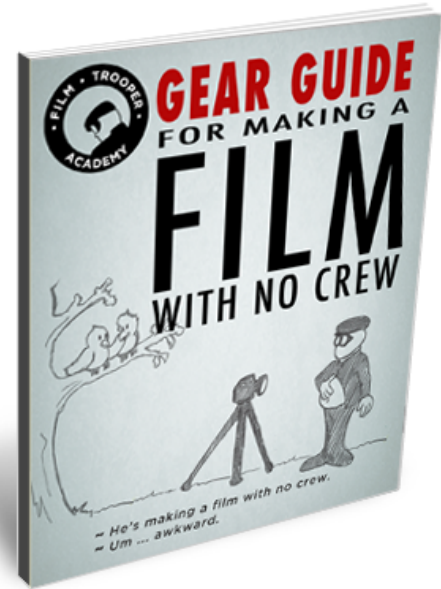
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What equipment did I use to make a feature film for \$500 with no crew?

Go to [www.FREEGEARGUIDE.com](http://www.FREEGEARGUIDE.com) to get a FREE equipment list of everything I used to make this micro-budgeted film.

When you get your FREE gear guide, you'll be signed up for the Film Trooper newsletter, where you'll get valuable emails to help YOU, the filmmaker become an entrepreneur.

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





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