

## Kickstarter Success Secrets Ebook J Alexander Greenwood

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The Secret To Kickstarter 's Success Isn 't What You Think. By Shane Snow April 30th, 2014. I recently had dinner with a group of startup founders who are tackling challenges in various creative industries—digital art, electronic music, cooking, shoe design. At one point, the conversation turned toward the crowdfunding website Kickstarter.

**The Secret To Kickstarter's Success Isn't What You Think**

Learn valuable secrets to success in this fast-reading ebook (or audiobook) by a first-time Kickstarter who succeeded in raising 106% funding for his project. This ebook is accessible, well-written and informative, and it is the perfect first read for someone planning or contemplating a crowdfunded project.

**J. Alexander Greenwood - amazon.com**

The Pebble Time is the most funded project in Kickstarter history, a title once held by its predecessor, the Pebble. THE LESSON: If It Worked Once, Do It Again / Capitalise On Timing. By returning to the same funding platform, Pebble Technology drew from their first success to create an even bigger win.

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John Pilate, his sarcastic imaginary pal Simon and lovely new friend Kate investigate the decades-old murder of a college president, uncovering a dangerous conspiracy and risking his life to find the truth, in a quirky thriller inspired by real-life events.

Independent creator Madeleine Holly-Rosing walks you through the steps of crowdfunding your independent project in this 2nd edition of her popular book Kickstarter for the Independent Creator.In this practical and down-to-earth guide, Madeleine shares how she went from failure to successfully funding four campaigns for her comic Boston Metaphysical Society. In this book you will learn:•How to choose your platform•How to write an effective Kickstarter Homepage•How to build a core email list•What goes into a pre-launch and campaign strategy•How postage can make you or break yours your passion project languishing due to lack of funding? Learn tips in this book that Madeleine's students have used to meet and exceed their crowdfunding goals.

Dream of launching a new product, project or startup? Wish granted! Thanks to crowdfunding, today's hottest form of investment, suddenly anyone can bring any idea or invention to life on the Internet. The world's leading guide to raising money online, The Crowdfunding Bible shows you how to launch, market and successfully run a high-tech fundraising campaign, regardless of industry or budget. It reveals the secrets to catching the media and public's eye, and attracting donors, in a language that everyone can understand. From books to films, albums, events and consumer products and video games, dive in to discover the new world of venture capital waiting at your fingertips. FEATURES: Best Crowdfunding Sites and Services / Full Guides: How to Start & Promote Any Project / Expert Tips and Advice / PR and Social Media Strategies / Advice from Top Creators. "Every entrepreneur thinking about jumping into the wild world of crowdfunding needs to read this." -J. Jennings Moss, Editor, Portfolio.com

**NEW YORK TIMES BEST SELLER • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY: NPR, The New York Times Book Review, Time, Wall Street Journal, Washington Post • The McKinsey Business Book of the Year** The full inside story of the breathtaking rise and shocking collapse of Theranos, the one-time multibillion-dollar biotech startup founded by Elizabeth Holmes—now the subject of the HBO documentary The Inventor—by the prize-winning journalist who first broke the story and pursued it to the end. " The story is even crazier than I expected, and I found myself unable to put it down once I started. This book has everything: elaborate scams, corporate intrigue, magazine cover stories, ruined family relationships, and the demise of a company once valued at nearly \$10 billion. " —Bill Gates In 2014, Theranos founder and CEO Elizabeth Holmes was widely seen as the female Steve Jobs: a brilliant Stanford dropout whose startup " unicorn " promised to revolutionize the medical industry with a machine that would make blood testing significantly faster and easier. Backed by investors such as Larry Ellison and Tim Draper, Theranos sold shares in a fundraising round that valued the company at more than \$9 billion, putting Holmes 's worth at an estimated \$4.7 billion. There was just one problem: The technology didn 't work. A riveting story of the biggest corporate fraud since Enron, a tale of ambition and hubris set amid the bold promises of Silicon Valley.

Have you ever wondered why some video game characters wear trousers and others don 't? Or pondered the connection between a character 's toned, muscular derriere and their level of dexterity? What about the depth of a crack, the jiggle of a cheek? When it comes to video game character designs, one of the most overlooked aspects is the buttocks. Sure, we might appreciate a nice toned butt on a character or giggle at GIFs of farts from time to time, but how often do we stop to really think about the meaning of the butt? In Things I Learned from Mario 's Butt, video game critic Laura Kate Dale brings backsides to the foreground, analysing dozens of posteriors and asking the important questions: Has Mario let himself go? Do Link 's small buttocks hold him back? When he dies, is Pac-Man eaten by his own caboose? Wedged full of original artwork by Zack Flavin, and featuring interviews with game developers and guest butt reviews from gaming favourites such as Jim Sterling, Stuart Ashen, Brentalfloss and more, this book is a deep dive into why butts are downright integral to the games we play. So, crack it open and have a cheeky look inside at some of the most interesting bottoms the world of video games has to offer.

"This is not just an important but an imperative project: to approach the problem of randomness and success using the state of the art scientific arsenal we have. Barabasi is the person."--Nassim Nicholas Taleb, author of the New York Times bestselling The Black Swan and Distinguished Professor of Risk Engineering at NYU An international bestseller In the bestselling tradition of Malcom Gladwell, James Gleick, and Nate Silver, prominent professor László Barabási gives us a trailblazing book that promises to transform the very foundations of how our success-obsessed society approaches their professional careers, life pursuits and long-term goals. Too often, accomplishment does not equal success. We did the work but didn't get the promotion; we played hard but weren't recognized; we had the idea but didn't get the credit. We convince ourselves that talent combined with a strong work ethic is the key to getting ahead, but also realize that combination often fails to yield results, without any deeper understanding as to why. Recognizing this striking disconnect, the author, along with a team of renowned researchers and some of the most advanced data-crunching systems on the planet, dedicated themselves to one goal: uncovering that ever-elusive link between performance and success. Now, based on years of academic research, The Formula finally unveils the groundbreaking discoveries of their pioneering study, not only highlighting the scientific and mathematic principles that underpin success, but also revolutionizing our understanding of: Why performance is necessary but not adequate Why "Experts" are often wrong How to assemble a creative team primed for success How to most effectively engage our networks And much more.

A beautifully designed guidebook to the unnoticed yet essential elements of our cities, from the creators of the wildly popular 99% Invisible podcast

"Dead men don't make phone calls, John." Has a shadowy enemy somehow risen from the dead, or is John Pilate finally losing his mind? In this acclaimed installment of the John Pilate Mysteries, Pilate must master his fear and marshal his resources to defend his family and his life. In a desperate fight for survival, he discovers he isn't the only one fighting to live, and that not all ghosts from his past are hostile... Book 3 in the Thrilling, Gripping John Pilate Mysteries!A 2013 Kindle Book Review Awards semi-finalist for Best Mystery/Thriller! Named a "Page Turner" by Shelf Unbound Literary Magazine.

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How Nintendo Mario-ified an existing Japanese NES game to creat Super Mario Bros. 2.

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