

Cultural Daily

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Ready for Kickstarter? Take this Crowdfunding Webinar to Get your Edge

Zenia Kollar · Wednesday, March 5th, 2014

Crowdfunding works ... If You Know How to Work It

THIS WEBINAR HAS CONCLUDED. TO PURCHASE A FULL RECORDING OF IT, [CLICK HERE](#).

More than one billion dollars have been raised through crowdfunding, using platforms like Kickstarter and Indiegogo to get thousands of people to make contributions for dream projects. High-profile filmmakers are also turning to crowdfunding: Spike Lee, Zach Branff and the *Veronica Mars* movie (pictured above), to name a few.

As crowdfunding has become more widespread, it has become more sophisticated. Can creative people who aren't famous still succeed? The answer, according to Entertainment Media Partners CEO Adam Leipzig, is definitively *Yes*.

"We've seen an explosion in crowdfunding in the past two years," Leipzig, who is also publisher of *Cultural Weekly*, explains. "What separates successful campaigns from those that miss the mark? A clear understanding of who you are raising money from, and why you are doing it."



Amanda Palmer did it right. How?

Leipzig is a frequent speaker on crowdfunding, and his company has advised on several successful campaigns. To share what he's learned and practiced, including up-to-the-minute techniques and new rules that are just taking effect, Leipzig is offering a Crowdfunding Webinar on March 18, 2014, at 4pm Pacific Time/7 pm Eastern Time.

According to Leipzig, this crowdfunding webinar is perfect for "creative and entrepreneurial people in every field who are planning a crowdfunding campaign or have considered it. They will get take-away information they can start using right away, including the most successful strategies being used by campaigns that work."

The one-hour Crowdfunding Webinar will be offered via GoToWebinar and will be professionally recorded, so participants who miss some or all of this special event will be able to download it.

[CLICK HERE FOR MORE INFORMATION ON THIS WEBINAR.](#)

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