

Are you ready to launch your crowdfunding campaign?

You've spent weeks preparing for your crowdfunding campaign—how do you know if you're ready to launch? Here's a handy checklist to give you some guidance.

ATB

listens in

I have...

- Identified a specific business milestone or next step that my business needs funding for.
 - That milestone/step is _____
- Determined who my target audience is and how to reach them.
 - My target audience is _____
 - I'll reach them through _____
- Organized my email contacts and developed an email capture process to grow my email lists.
- Created or designated social media accounts to promote my business and campaign.
- Set a realistic funding goal.
 - My goal is _____
- Written a well-crafted story.
- Produced an excellent video.
- Designed thoughtful and varied rewards.
- Defined a realistic launch date.
 - My launch date is _____

All done? High five!

Want more advice on where to take your crowdfunding campaign from here?

Our *Entrepreneur's Guide to Crowdfunding* walks through the crowdfunding journey from start to finish—**give it a read.**