



ON SALE 9/18/2012

QUIRK BOOKS
TRADE PAPERBACK

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BISAC Cat: Business & Economics -
Entrepreneurship
Order Form Cat: BUSINESS
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Prod Type: Quirk Books TR

Marketing and Publicity

Publicist: Nicole De Jackmo
Marketing Contact: Eric Smith

- ARC
- National author publicity
- 3-city tour: DC, NYC, and Philadelphia.
- Pitch national TV and radio: All Things Considered, Diane Rehm Show, Fresh Air, Morning Edition, Good Morning America, Today Show, Bloomberg Radio, Marketplace, etc.
- Pitch review and feature coverage in long lead magazines including: general interest magazines (Time, Newsweek, The New Yorker, Vanity Fair, Atlantic Monthly), business and tech magazines (BusinessWeek, Wired, etc), and men's magazines (GQ, Esquire, etc).
- Pursue reviews and features in both book and business sections of major newspapers: Washington Post, Los Angeles Times, New York Times, WSJ, Boston Globe, Chicago Tribune, etc.
- Online reviews, features, interviews with websites and blogs that cover business, tech, and entrepreneurialism.
- GoodReads and LibraryThing giveaways.
- Pursue a partnership with Kickstarter.

The Kickstarter Handbook

Real-Life Success Stories of Artists, Inventors, and Entrepreneurs

Don Steinberg

It's Quirk's first-ever business how-to book -- and naturally, it concerns an innovative, quirky, and wholly revolutionary way of raising a fortune. From former *Inc.* Editor and *Wall Street Journal* contributor Don Steinberg.

A business book for 21st-century entrepreneurs, HOW TO RAISE \$100,000 ON KICKSTARTER will be the first book to market on a phenomenally popular website--and a new way of financing your wildest dreams.

Key Points/Quotes

- Kickstarter is wildly popular, especially among Quirk fans.
- Don Steinberg is a fantastic business writer with great credits.
- A quirky business book on a quirky subject for a quirky publisher
- Arriving as a Digital Exclusive with a revised print edition to pub 4-8 weeks later.

About the Author/Illustrator

DON STEINBERG has written for *The New Yorker*, *GQ*, *Harper's*, *The Wall Street Journal*, and a host of other national publications. He has also worked as senior editor for *Inc. Magazine* and a staff writer for the business section of the *Philadelphia Inquirer*. He lives in the Philadelphia area.

Rights

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Audio:
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Restriction: World

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Notes

Announced First Print: 20,000

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Subtitle: Real-Life Success Stories of Artists, Inventors, and Entrepreneurs

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So you want to produce a short film. Or design a new line of jewelry. Or manufacture a revolutionary solar-powered garden sprinkler.

There's just one catch: You need \$100,000 to finance your dreams, and your checking account has barely enough to cover next month's rent.

Enter Kickstarter - a phenomenal "crowdfunding" website launched in 2009 that brings venture capital to the masses. On Kickstarter, it's not uncommon for folks to raise \$50,000, \$100,000, \$250,000, or even (the all-time record to date) \$942,578!

Want a piece of the action? In *How to Raise \$100,000 on Kickstarter*, business writer Don Steinberg interviews dozens of people who have -- no kidding -- raised at least \$100,000 on Kickstarter. You'll learn all the strategies of an effective Kickstarter campaign. You'll learn the perils and pitfalls that have dashed many a dream. And you'll learn what to do in the event of a best-case scenario - when your product goes viral and suddenly the cash starts flowing in. On Kickstarter, it happens to a few lucky visionaries every week. Here's how to be one of them.

In-House Editor: Jason Rekulak

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