

use this checklist to help you decide if a crowdfunding campaign is right for you...

1. do you have a specific *thing* that you are ready to bring to the world? a creative, physical, educational, or community project? something you want to create, produce, offer, or sell?
 - you need a specific thing to fund and create or produce!
2. do you have a clear audience for your *thing* and a clear benefit for how it has an impact – both who and how it helps, serves, inspires, motivates, transforms, entertains, or educates?
 - you need to know who this is for and why it matters to them
3. have you started building that audience? perhaps via an email list, a social media following, a networking group, an online or physical community, or a customer base?
 - you need people ready for and excited about your *thing*
4. do you have a powerful mission or message to share about why your *thing* matters, why it makes a difference, or how it changes the world (even for just one other person)?
 - you need to be able to talk about something bigger than the thing you are selling
5. do you have a genuine passion for what you are doing? do you have a strong desire to serve others or a desire to create genuine connection or real change? are you feeling ignited & lit up from within?
 - you need some mojo to make this happen... you need fuel for your inner fire!
6. are you willing to rise up and stretch yourself beyond anything else you have done so far – expanding your reach, your visibility, your voice... connecting with new people and audiences?
 - you need to get your *thing* in front of as many eyes as possible
7. are you willing show up, every day, in service of your *thing*... to put in the time, energy, and your best effort to make this happen? because 'if you build it they will come' isn't a strong strategy.
 - if you want something awesome to happen, you need to do something awesome
8. are you willing to immerse yourself in learning about this style of crowdfunding launch... to learn everything you can for success and throw everything you possibly can into this?
 - you need to give yourself the best chance possible for success
9. are you ready to map out and follow a clear plan for the next few months... a plan for before, during, and after your campaign? because 'just show up and do whatever' isn't a strong strategy.
 - you need an aligned, flexible plan that sets you up for success
10. are you willing to learn and work on mindset strategies as much as you work on your crowdfunding plans? because doing this will push your buttons like no other thing you've done.
 - you need a strong mindset to face the ups and downs and fears and doubts that will happen
11. do you have a purpose besides the money you wish to raise; a desire to learn, tweak, improve your thing and try again; or a desire to explore and experiment and stretch yourself and your message?
 - you need a wider definition of success beyond the money goal

crowdfunding isn't the right option for everyone, but this checklist gives you an idea of some of the elements that can make a difference to having a successful campaign. you may not be able to tick all of these boxes yet, but you can start working on these things now! the kickstart your light workshop will help with all of this and more: map out your plans, ignite your purpose and mission, build up your mojo and mindset... we cover it all!