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# Top Ten Secrets Of Crowd Funding



Narendra Simone

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# Proven & Successful Top Ten Secrets of Crowd Funding

*by*

*Narendra Simone*

*...Killing softly with his words.*

*“The Book of Secrets” Series*

*The third of the many Guides that includes a proven process based on ten secrets of crowd funding a book that I used to finance over 216% of my first book project.*



*A SIMONE BOOKS Publication*

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# Welcome

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## *Top Ten Secrets of Crowd Funding*

Thank you for purchasing the “Top Ten Secrets of Crowd Funding” that will illustrate how I raised over 216% of required financing for my first fictional novel on Kickstarter.com

It is my hope that this guide will also serve as your first step to learn a proven process that would help you and encourage you to finance your book through crowd funding. Writing is only half the story on your way to become a successful author and if it is a good story then why not share it with the world by publishing and raising funds before even printing any copies.

This Crowd Funding Guide focuses on solutions based on my personal experiences rather than dwelling on the problems in an attempt to show you how to become a financially successful published author.



*Narendra Simone*

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# ***Narendra's Books***

## ***Published***

*Temple of Hope*  
*The Unholy Ghost*  
*Desert Song*  
*Cry of the Soul*  
*Pink Balcony Silver Moon*  
*Tuscan Dream*  
*1001 Arabian Nightmares*  
*Kismet, Karma & Kamasutra*  
*Top Ten Secrets of Book Writing*  
*Top ten Secrets of Getting Published*  
*Top ten Secrets of Crowd Funding*

## ***Upcoming Books***

*The Transylvania Effect*  
*Shakesbear*  
*The Sweet Spot*  
*Long Way Home*  
*The Girl Who Shot Hitler*  
*The Last Goodbye*  
*The First Dawn*  
*The Unbroken Line*  
*Top ten Secrets of Writing Fiction*

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“Anyone who lives within their means suffers from a lack of imagination.”

- Oscar Wilde



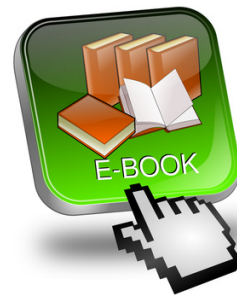
# Contents

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1. Introduction
2. Why is this Guide Different?
3. Secret #1 – Learn the ways of Smart Money.
4. Secret #2 – Focus on selling your story, not just your book.
5. Secret #3 – Walk on the wild side.
6. Secret #4 – Three key words to success: Sell, Sell, and Sell.
7. Secret #5 – Set rewards based on value.
8. Secret #6 – Don't avoid but manage risks.
9. Secret #7 – Promotion is the key to successful selling.
10. Secret #8 – Charity starts at home.
11. Secret #9 – Adopt innovation and creativity.
12. Secret #10 – Strategize to lose money.

Also you may like to read:

- Other Resources
- “The Book of Secrets” Series
- About Narendra
- Praises for Narendra's Books



# 1. Introduction

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After thirty-five years as a chemical engineer I ventured into the world of writing. You know for recognition and to make some money. It wasn't easy. Traditional publishing houses wanted me to first buy their services for editing, formatting, book cover design. That meant a lot of upfront cost. Others offered as an advisory service to share their experience but again for a fee. All such services that were available attracted a lot of upfront cost and gave no guarantee of success. What was worst that none of it assured any revenue and I still had to do the selling?

What I wanted was a way that would assure me of success before I had to spend any money. Wouldn't you? Mission impossible, you say? Not really. You know what they say: *if there is a will there is a way!*

So, I embarked on a process of finding how to publish where revenue would come before cost. That is where crowd funding came into play. After publishing my first book through crowd funding and generating over 216% of my goal, here is the 'Top Ten Secrets of Crowd Funding' that I learned.

The guide of 'Top Ten Secrets of Crowd Funding' would illustrate a 'Wow & How' procedure of raising finance. Wow because this guide offers no obligation and valuable information and 'how' because it focuses on a process that is proven and functional.

As a new writer entering into an industry that is driven by the bottom line you would face many hurdles in trying to get published through the conventional process. The main reason being that the agents and publishers typically want to work only with the well known and the published authors. And independent publishing requires a lot of upfront cost and no guarantee of financial success.

But all is not lost. This Crowd Funding Guide focuses on solutions and not dwells on the problems in an attempt to help show you the path to become a financially successful published book writer.

You are now on a journey to a successful and satisfying life as a financially successful and published author.

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## 2. Why is this Book Different?

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A good question! Today one has many choices: to attend courses, participate in conferences, buy books, and download various guides on how to become a successful writer. All of these options cost time and none of them guarantee financial success. Time is precious so before you commit yourself to reading this book, ask yourself a question: what value will you find in this book and why is this book different? My answer, it is:

**Different** because it is *tested and proven*. Using this process I have raised over 216% of financing required to publish my first book and pre-sold numerous copies.

**Different** because it is low cost. Most such guides would like you to pay upwards of \$20, but this book is only \$4.99. And for a limited offer I am offering it for free.

**Different** because it is a product of hard work. This represents years of researching, developing and implementing the techniques of raising finance for a book project.

**Different** because it is written with the goal of helping aspiring authors in their pursuit to becoming a financially successful published author without being either misled or scammed.

**Different** because it allows you to receive money before you spend it to see your book in print.

**Different** because it will be followed by other helpful books in an ongoing, 'The Book of Secrets' series.



# Secret **#1**

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## 3. Secret #1—Learn ways of smart money:



“Money is like a sixth sense – and you can’t make use of the other five without it.” – William Somerset Maugham

So you have written a book and it is in manuscript form and would now like to publish it. You believe you have written a good story and dream of becoming an author of a best selling book and imagine seeing your book in every major bookstore. So you do what most people do. You write to various publishing houses and wait. And wait some more but there are no responses. You send reminders but still nothing.

Then you learn that first you need an agent who networks with publishing houses and he would be able to talk about your book with suitable publishing houses. So, you let out a sigh of relief and write to various agents but they don’t respond either. Someone explains to you over a cup of coffee on your dime that the agents and publishing houses want to work with only those authors who already have one or two best sellers. It is a business and no one wants to risk money or reputation on an unknown author which could be a risky venture.

You’re stumped. This is what they call Catch-22. You know you cannot publish your book because you are not a published author and you are not a published author because you haven’t published a book! You despair and about to burn the manuscript up when someone who is up with the technology trends gives you a brilliant idea, ‘Go independent—self publish’. He explains that everyone is doing it and one can self publish with any of the hundreds of companies out there including perhaps the biggest of all, ‘Amazon’. Another big advantage of self-publishing is that one gets to keep copyright and all the royalties. You can read more on this in my previously published guides.

You brighten right up and decide that heck with the traditional

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publishing approach and you are going to join the ranks of the modern day writers and self publish. But wait! Now publishing your book is in sight you wonder if your book could be even better because once it is published you know it would be out of your control to make any more revisions. You're not quite sure how good your book really is. You ask your best friend to read it and give you his honest opinion.

Your friend spends sometime reading it and as it happens he quite likes it but he is a little hesitant in offering his advice. You probe him and he says, "Great story but get it edited and proofread. Honestly the story is great but English and grammar needs to be polished. Once that is done it would sell all by itself."

You trust him and thank him for his valuable advice. Now you approach editors and ask for a quote. Smart move. But they want at least \$4 a page (double line spacing). That means about \$10 a page of type written manuscript (single line spacing). Even if you went real cheap, it would still cost you about \$1,000. Then there is book cover design, manuscript formatting; set-up fee etc. that would be another at least \$2,000. And none of this would produce even a single copy because you haven't yet added the printing cost.

Let us do a little math now. With a \$3,000 capital outlay, if you were to sell your book for say \$20 then deduct \$10 per copy for printing and shipping (within the US only as outside shipping would be exorbitant) and that means you need to sell at least 300 copies to just recover your cost. Make that about 400 copies because profit attracts taxman. So you might breakeven after selling about 400 paperbacks.

I could go on but let me put you out of your misery right now. Give up! Okay, if that is a little rash then sit back, think about it for a week and then give up! Why? Because most independently published authors if lucky can sell only a few dozen copies so the above approach is a nonstarter and a recipe for utter disaster.

But you're not ready to give up because you are not the type and you believe in your writing. Excellent, I like you spirit. Then may I offer you an advice: learn the ways of smart money!

What does it mean?

Well, you've heard the saying: *always take risks with someone else's money!* You haven't heard it? Never mind, it still is a good advice. If you are not convinced then haven't you sometime wondered why banks

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are always so rich? Think about it. They take money from people like you and I and make profit, and tons of it, for their shareholders.

So put away your publishing plan for the moment and start thinking about raising funds to cover all your cost and make some profit while you are at it.

Once again there are traditional ways. You could take a bank loan against certain collateral. But then you have to pay back perhaps in monthly installments and with interest regardless if your book is selling or not. And God help you if you fail even on a couple of payments, because the bank will then confiscate your collateral and still sue you for the remainder of their money. Risky...no?

There is another way. Venture capital concept comes to mind! Yeah, you could approach the venture capital investors and try convincing them to give you their hard earned money for you the first time author to publish a fictional novel. I hope you have a good sense of humor because I promise you they won't.

So what could one do to get some money without taking any undue risks? No, I wasn't thinking casino and gambling! I'd like you to consider ways of smart money—crowd funding. Yeah, that is the axiom today that is on everyone's mind.

What is it?

First of all it is a noun so that should tell you something about its importance. No! Okay, simply put the crowd funding is generating small amounts of capital from a crowd of people who pay in exchange of various rewards.

It is brilliant. Why? Because it requires no collateral or interest on capital and the best of all is that you raise this capital prior to incurring any costs. Voila! That is the magic of smart money and crowd funding.

But we are not done yet. With interest free capital comes orders for your book. So you pre-sell many copies through advance orders for your book that is not even ready yet. Getting money upfront that used to be the prerogatives of the elites like Wilbur Smith, Ken Follett, James Patterson and Fredrick Forsyth but thanks to crowd funding you can also join their ranks and get an advance for writing through crowd funding.

Now that you have decided to launch your book through crowd funding, the first thing is to decide which crowd funding company would

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you like to use. There are several, maybe dozens, and perhaps over hundred. Do a Google search and see for yourself which one suite you better. Some are too new, some charge higher fee and other would not allow you to raise money for charity etc. so they all have little bit of differences.

Which one did I chose, you ask? Smart question. You don't want to waste your time surfing the network! Okay, I chose Kickstarter.com because I liked the way they have already helped several authors raise funding for their books. I like those companies that are well established, have relevance to my business, charge reasonable fee, and can offer great testimonials.

No, Kickstarter is not paying me to advertise for them (I wish they were). They just happened to be my choice and whomsoever you select just don't get conned by those who offer fee free services. They will charge your readers instead and you would end up getting less money than was initially raised. Remember, there is no free lunch. Get a reputable, well-established company and don't be afraid to pay their fee for their services.

The clear message here is to go with the crowd-funding route. This is the way of the future. It can be done. All the skeptics need to take a lesson from the history by remembering the fate of conventional cameras vs. the digital cameras and 78 rpm records vs. CDs. It is the age of smart devices and smart choices. And smart money!

*What if I cannot decide which is the best company for me*, you might ask? Well, if you must squeeze a decision out of me, I'd recommend Kickstarter.com. No, they are still not paying me. It is just that my experience is with them and it is a pleasant one.

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# Secret **#2**

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## 4. Secret #2—Focus on selling your story, not just your book.



“Every great love starts with a great story...”

- Nicholas Sparks

How does one know if one has a good story to sell? Easy. Ask yourself a question: would you pay good money to buy your book? The answer lies in how you present your book to your potential readers. One has to tell a story, a convincing story to make a perfect pitch to sell a book.

A little bit about what makes a perfect pitch for your book campaign. They say a picture is worth a thousand words. Well, let me share something with you. A ‘Book Trailer’ is worth a million words. Create a stunning, informative, intriguing and dynamic book trailer. Must use a brilliant, state-of-the art book trailer that is of the same quality as that of a Hollywood movie trailer.

In this book trailer, don’t use snapshots. Try using series of videos. It makes your book trailer look dynamic and makes your story come alive. Chose your background music wisely to suite the theme. Overlay text with short and punchy lines to support your story. Create suspense based on tension.

Statistics show that excellent book trailers supported most books that claimed big success on crowd funding sites. But keep your book trailer under a minute. It takes a very creative mind to tell a 300 pages story in one minute.

But there is a glitch. There always seems to be one. Book trailers can cost a little fortune. A good quality one-minute long book trailer from

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a professional company could cost you anywhere from \$5,000 to \$15,000 or more. Ouch! Okay so you know this kid in your neighborhood. Sure maybe some bright kid could do it for about say \$600 plus, but still it is a lot of money.

But do not despair. If you are going to be in crowd funding business then it makes sense to learn the tricks of the trade. Make your own book trailer. Mac computers have built in iMovie software application that I found to be perfect for making book trailers.

I bought four videos with license from online photo libraries to use them for commercial purposes for less than \$300 and used the free music and software application of iMovie on my MacBook Air.

The following is my book trailer that cost me less than \$300 and people complimented me on its quality and effectiveness. I used it successfully to launch my first book on Kickstarter.com. Check it out:

[Click here to watch my book trailer.](#)

There are other attributes that you can build on to support your book promotion. Find a theme in your story and use that to advertise that your book raises awareness of certain human rights or protects nature or offers an insight into otherwise complex situations. Perhaps if your book was financially successful you could think of supporting a cause? Sell that to your potential readers.

The following is an *example* of a few ideas that I successfully used in crowd-funding my book, “Temple of Hope” on Kickstarter:

**Example:**

***WHY THIS BOOK?***

***Your want to know the truth:*** Having lived in 7 countries and travelled extensively through over 80 countries I have seen things that compel me to write and share with the world the truth hidden behind the thin veneer of our societies. Championed by the female protagonist, Sophie Kramer, this fictional tale reveals the truth about the unseen India.

***Your want to have your say:*** Although richly influenced by my foreign travels I find my inspiration from my life experiences. This has lead to a

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*number of independently published novels that due to their unique point of view resonate with many readers. Readers like you continually engage in lively discussions to express your thoughts through social media.*

***You like to change the status quo:*** *‘Social Media Awareness’ is an innovative way to reach out and support the power of change. You and I are an integral part of this Kickstarter project and together we would shed light on the dark side of our societies to perhaps initiate a change for better.*

***You love a good thriller:*** *‘Temple of Hope’ is a fast-paced, thriller that will send shivers down your spine. I invite you on a journey of adventure, mystery and international intrigue and promise you that it's many twists and turns will have you turning the pages.*

***You would like to see more female protagonists:*** *In male domineering societies it is refreshing to find female protagonists. ‘Temple of Hope’ is the debut novel in the trilogy of Sophie Kramer, an FBI Special Agent, who for personal and professional reasons is committed to fight the oppressed systems that harbor human rights abuses.*

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Did you notice something in above examples? Yes, every new paragraph started with word, ‘You’ and not ‘I’. It is a golden and well-proven rule is to keep your focus on your buyers by giving your potential readers a sort of recognition that makes them appreciate your work and read with interest what you have to say.

Tell your readers what inspires to you write this and other stories. In my case, for *example*, I offered to my readers:

**Example:**

*“I live my novels. My fiction novels are set in the Middle East, South America, Africa and Asia etc. and I have personally spent extended periods of time visiting and/or living in these parts of the world to research my novels. True events have inspired me to write my novels with an objective to highlight the struggle of the victims of human rights abuse. I tell such stories as fiction because someone once said that the best way to tell the truth is through fiction.”*

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## 5. Secret #3—Walk on the wild side:



“Every day I get up and look through the Forbes list of the richest people in America. If I’m not there, I go to work.” – Robert Orben

If you, god forbid, are still undecided about which crowd-funding is right for you then for heaven’s sake chose Kickstarter.com. I am still waiting a call from them! They or any other like them who have a category for book projects with a reasonable fee structure, have done quite a few book projects, been in business for several years, and to date have raised hundreds of millions of dollars then trust me they are the right choices for you. Just select one and move on.

So, let me get to the next secret. Be different! Walk on the wild side. You know as the saying goes, ‘think out of the box’. So what does it all mean? These are metaphors that mean to think differently, or from a brand new perspective. These phrases often inspire you to think in a novel or in a creative way, you know lateral thinking! To think outside of the box is to look farther and try not thinking of the obvious things, but try thinking of things beyond them. I hope all this pep up talk is inspirational?

The whole idea is to separate your from the crowd. And you could only do that if you differentiate your book from the others. Differentiation is the key to success here. Perhaps I am overemphasizing this but then please consider these hard and cold facts if you want to be successful in highly competitive world that we live in.

Books no longer a domain of specialty product, a part of the literary world, because now a days anybody and everybody can publish a book. It may sound vulgar but it is the reality. Books are a commodity.

As you very well know that perhaps the most common genre in book business is fiction. You know when you go to a bookstore, what do you see? Apart from maybe one shelf for memoir, a couple for non-

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fiction, a shelf or two for children storybooks, the remainder of the entire bookstore is filled with fiction novels. What does it tell you? That if you write children stories, memoir or self-help books then your competition may not be as severe as fiction novel would have to face.

So if hundreds, thousands or millions of choices are out there then what makes your book so special that people should chose it over the others? Think what differentiates your book from others. I don't mean just the price. I mean is your book about a timely issue? Are you uniquely qualified to write this book? Is your book inspired by a true story? Are you writing a trilogy or a series?

Just when you think you have thought of everything, think some more. Talk with your friends about why not other similar books? More differentiation you can show the better your chances are of finding readers for your book. Differentiation is not a singular attribute but typically collective values that are unique to your product. Show a competitive analysis to prove that there are a very few books like yours. Don't ever criticize others and build your case based on your differentiated values.

The following is an *example* of what I said about differentiated values of my book, "Temple of Hope" on Kickstarter:

***Example:***

### ***WHY NOT OTHER BOOKS?***

*Because my book is uniquely different:*

***Different*** because this book is supported by years of field research and interviews and starts with a compelling idea based on human rights issue. You would love this book for its powerful characters, intricate plots filled with adventure and mystery, and action-packed situations.

***Different*** because there are very few books written by Indians about child prostitution in India. Having been born and raised in India I have conducted extensive field research for this book that I believe uniquely qualifies me to amplify the Indian perspective on the prevalent and unspoken subject.

***Different*** because it is the debut novel in a trilogy introducing Sophie Kramer, an FBI female Special Agent, who is determined and committed to seek justice for those victimized by oppression, unjust societies, and unethical systems.

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*Different because while it addresses serious issues, it packs a lot of drama, mystery and action to give the story a fresh perspective.*

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At this stage it may be advisable to give a summary of your book to back up what you have claimed. Once again the following is an *example* of what I included as a summary to support the differentiated values of my book, “Temple of Hope” on Kickstarter:

***Example:***

***THE STORY:***

*In New Delhi, the mysterious disappearance of the US ambassador to India coincides with the kidnapping of a little American girl, Amy. Are the two incidences related? No immediate clues are uncovered to reveal the motive in either case. After a couple of days the ambassador returns unharmed but remains tightlipped about his disappearance. He raises hell for the FBI to find the missing girl.*

*Sophie Kramer, Special FBI Agent, arrives in India to investigate. She discovers a frightening clue in the disappearance of the little girl that is connected to the Dubai backed criminal underworld of India. What she discovers threatens to shake the very foundation of the Indian law enforcement system and expose corrupt senior Indian politicians.*

*Then an unexpected chain of events put her face to face with an aristocratic family of Rajasthan. With their support Sophie discovers the unsavoury truth about child prostitution in India that is controlled by the underworld and protected by both the police and politicians.*

*Sophie is now a target and there is an attempt on her life. She barely escapes with her life and discovers that it is a matter of days before Amy will permanently disappear into the deep and dark world of child prostitution. She is forced to take risks and expose those who are behind Amy’s abduction. But the odds are not in her favour.*

*She has no choice but to confront the leaders of the underworld. She knows she is walking into a death trap but there is no other alternative.*



*Will she and Amy perish due to her hastily put together plan? Would she survive the web weaved by both the criminal underworld and the corrupt law enforcement system and find the missing girl?*

*Answers to these questions are revealed by what Sophie does next.*

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Just remember that failing to clearly demonstrate that your book is different to others would spell disaster for your book's success. People need to be convinced if you want their hard earned cash. Show them what they are getting is not available anywhere else. Value justifies price and value is driven by differentiation.



# Secret #4

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## 6. Secret #4—Three key words to success: Sell, Sell, and Sell:



“Destiny and fate are of one’s own making, and riches and happiness are rarely found at the end of an easily-traversed path.”

- Chris Murray, the Extremely Successful salesman’s Club

Hold on! You sold me on crowd funding so isn’t the crowd funding company going to help me sell my books? I’ve a bad news for you. No one does and no one will. It is all down to you. If you are not willing to get involved in selling then you are wasting your time in writing books. You need to learn and appreciate salesmanship before expecting any success from your book.

Just remember that crowd funding may be an innovative and cutting edge technology for successful financing your book project but you still have to do all the marketing and selling. Kickstarter is merely a platform on which *you* would have to build your success. Every modern author has to be a businessperson first with keen interest and ability in promoting, marketing and selling his or her books before he or she could be a successful writer. End of the story!

You might argue that you have already done plenty to write a masterpiece and it should sell without much effort? And you would be right in thinking this way because you have shown differentiated value of your book and that ought to help you sell. But. And there is always but; isn’t there?

As much as people care about what the book is all about they would like to be convinced that you are a good and recognized writer. What you have to do now is to sell yourself to your potential readers for them to be convinced that it is worth their while to spend their money in buying your book.

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Don't worry, I know all writers love to write and hate to sell. Some even think that it is beneath them. But there is a little bit of salesmanship in all of us. We need to know how to evoke it and build on it.

This is what you got to do. First if you have published other books then brag about it. Regardless of your previous books' successes, all you need to convince your potential readers that you are not just experimenting with writing, you in fact are an established writer.

People like to know what others are saying about your books so get reviews. It doesn't have to be reviews from New York Times or Globe & Mail (mind you, it would be nice if you can get them); these reviews could be simply from your previous readers posted on Amazon. See below an *example* of what I included as my book reviews for my book, "Temple of Hope" for my book campaign on Kickstarter.com:



***Example:***

### ***REVIEWS OF MY PREVIOUSLY PUBLISHED BOOKS***

*The following are some of the comments that my readers posted on Amazon about my published work:*

***Master story teller***—*Simone, whose descriptions can send shivers down your spine or just relax you, is a master storyteller who is on his way to a great career.*

***Amazing***—*The author is widely traveled and understands cultures and is able to use it well in his book. The scenes almost seemed like they were drawn right before me and it was extremely easy to step into them and it certainly gave me a feeling of the story coming alive.*

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***A Well-Written Taut Piece that Will Keep You Reading***—As an author, Simone has a command of language, characterization, plotting and twisting the plot around that will keep you turning your pages just to see what happens next, you just won't be able to put this down.

***Nail-biting thriller written with great style***—Like his other novels, you are automatically drawn into Simone's novels due to his elaborate style of writing and rich use of the English language.

***Startling***—A startlingly wonderful read by Simone whose command of English, style, description and characterization is excellent.

***Great storyteller***—Having now read several of Simone's books -- Simone is really establishing an excellent reputation. Simone is a great storyteller.

***Stunning and original***—The strength of this novel is undoubtedly in the writing - it is extremely rich in language and quite original. I found the novel to be both absorbing and appealing, a measure of the writer's talent.

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Even simple reviews as shown above helps to show that you are a credible writer. Add a list of your previously published books to show that you know the book business. It would also help if you include in your book campaign your bio. Not just facts and figures but add a little humor. Humor has this amazing ability to compensate for so many deficiencies! You know, use every opportunity to demonstrate that you are a writer.

Again here is an *example* of what I write as my bio:

*Narendra (Naren) Simone and the Hindu God, the Lord Krishna has something in common—they were both born in the town of Mathura (India), albeit about a few thousand years apart. He attended schools in India, England and Canada (Narendra, not the Lord Krishna) and studied at the Universities of Agra & IIT Roorkee (both in India), Nottingham (England) and Calgary (Canada). He has lived and worked in the USA, Canada, England, the United Arab Emirates, Bahrain, Saudi Arabia and India.*

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*Witnessing six wars (4 in India and 2 in the Middle East) and travelling to over 80 countries has allowed him to gain an in-depth knowledge of various and diverse cultures. Inspired by true events and human rights issues his writing offers insight into cultural differences, age-old traditional values and behavior dilemma that coexist in the vast diversity and different races of the world.*

*Nomad by nature and apt on taking up challenges he travelled through many countries building his repertoire of dozens of stories. Writing the stories was not enough. These needed to be told. So, he is building a platform from which he can tell his stories to the world. Today he has over 10,000 LinkedIn connections linking him to about 26 million professionals, over 25,000 Facebook fans, over 5,000 Twitter fans.*

*Although richly influenced by his foreign travels, Narendra finds his inspiration from his life experiences and through his novels invites you to join him on a journey of life, adventure, mystery and intrigue.*

*Narendra is a citizen of Canada (and resides in Canada and the USA) and writes fiction, memoirs, and misadventure.*

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## 7. Secret #5—Set rewards based on value.



“Like any other tool for facilitating the completion of a questionable task, rewards offer a “how” answer to what is really a “why” question.”

- Alfie Kohn

People like to know what they are getting for their money and is it really worth their money? Wouldn't you? Especially when the best sellers are available at a discounted price at every bookstore then what can you offer to your readers to entice them to pay you for your book?

We talked before about differentiation in separating your book from the crowd then you may also want to take the same approach for rewards offered.

Remember, often in book business it might be easier for 25 people to pay \$2 each for a digital copy than two people to pay \$25 each for paperback. It's a no brainer! Beside, you would rather have 25 readers of your book than two. Right?

Since digital copies after a small set up fee (or nothing as offered by Amazon) cost virtually nothing why not offer a digital copy of your book for a reasonable price. Paperback copy is a hard nut to crack. The problem is not as much the printing cost as one could get a 300 pages book printed for less than \$5, it is the shipping cost.

So what are the options?

Fortunately the shipping cost within the US is still quite reasonable, around \$4. So offer your book for say \$10 (or \$15 if looking for a slightly better profit margin) including shipping within the US. Outside the US

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you could offer your paperback excluding the shipping cost. Why offer paperback at such a low cost? Would you make a descent profit from such a low price? I'll address that later as the biggest secret of successfully launching a crowd funding book campaign would be revealed in the last chapter. I know I am saving the best for the last.

But wait, you can do more.

To make your paperback copies more attractive and charge more for them autograph them and use stickers like 'Autographed by the Author' and 'Local Author' etc. to personalize the give away copies of your books. Such copies people tend to hang on to and would not pass it on to their friends, which otherwise would have resulted in loss of revenue to you. To attract even better price for your book offer a personal note for extra money. A lot of people like a personalized message rather than just author's signature. You can also offer bundle of say 3 books (but remember the shipping cost as it would be higher for 3 copies than for a single copy) in a package so people could give them away for gifts.

The above are only some of the ideas. You may want to come up with your own ideas on how to get more money out of your books. You know one could also offer, for extra money of course, personalized pens, T-shirts, baseball caps and such other items. The list is endless.

I came up with an idea that I haven't seen before. I offered to my potential readers an opportunity to expand their social network through mine. It worked. I named my rewards by giving them titles; people like badges. You could also offer them your previously published books as bonus or advisory service to help others write or sell or even offer to use their name as one of the characters in your future books. You would never know what appeals to people till you try.

Below is an *example* of what I had offered as rewards for my book, "Temple of Hope":

**Example:**

- ***Pledge \$5 or more: BEAUTIFUL HEART: A digital copy (pdf format) of 'Temple of Hope' and a personal thank you note. [Available worldwide]***
  - ***Pledge \$10 or more: THOUGHTFUL HEART: Digital (pdf) copies of 'Temple of Hope' and my highly successful books, 'Top Ten Secrets of Book Writing' and 'Top Ten Secrets of Getting Published'. [Available worldwide]***
-

- ***Pledge \$25 or more:*** ***WARM HEART:*** A paperback copy of 'Temple of Hope'. [Ships within the US only]
- ***Pledge \$30 or more:*** ***CONCERNED HEART:*** An autographed paperback copy of 'Temple of Hope' with a gold sticker authenticating as an autographed copy. [Ships within the US only]
- ***Pledge \$35 or more:*** ***CONSIDERATE HEART:*** An autographed paperback copy of 'Temple of Hope' with a gold sticker authenticating as an autographed copy with a personal note inscribed inside. [Ships within the US only]
- ***Pledge \$50 or more:*** ***SENSITIVE HEART:*** Digital (pdf) copies of 'Temple of Hope' and my highly successful books, 'Top Ten Secrets of Book Writing' and 'Top Ten Secrets of Getting Published'. PLUS I would mention your name supporting a good cause to my >20,000 Facebook Fans giving you an opportunity to perhaps enhance your social network and receive my personal and frequent inspirational quotes.[Available worldwide]
- ***Pledge \$50 or more:*** ***GENTLE HEART:*** An autographed paperback copy of 'Temple of Hope' with a gold sticker authenticating as an autographed copy with a personal note inscribed inside. PLUS a paperback copy of my popular book on India, 'Kismet, Karma & Kamasutra'. [Ships within the US only]
- ***Pledge \$50 or more:*** ***KIND HEART:*** Digital (pdf) copies of 'Temple of Hope' and my highly successful books, 'Top Ten Secrets of Book Writing' and 'Top Ten Secrets of Getting Published'. PLUS I would mention your name supporting a good cause to my >8,000 LinkedIn connections with a reach of >24 million professionals giving you an opportunity to perhaps enhance your social network. [Available worldwide]
- ***Pledge \$60 or more:*** ***LOVING HEART:*** 3 autographed paperback copies of 'Temple of Hope' with gold sticker authenticating as autographed copies so you could gift the 2 copies to family and friends (just in time for Christmas). [Ships within the US only]
- ***Pledge \$100 or more:*** ***ADORING HEART:*** An autographed paperback copy of 'Temple of Hope' with a gold sticker authenticating as an autographed copy with a personal note inscribed inside. PLUS autographed paperback copy of my popular book, 'Kismet, Karma & Kamasutra'. PLUS I would mention your name supporting a good

*cause to my >8,000 LinkedIn connections with a reach of >24 million professionals giving you an opportunity to perhaps enhance your social network. [Ships within the US only]*

- ***Pledge \$100 or more: COMPASSIONATE HEART:*** *An autographed paperback copy of 'Temple of Hope' with a gold sticker authenticating as an autographed copy with a personal note inscribed inside. PLUS autographed paperback copy of my popular book, 'Kismet, Karma & Kamasutra'. PLUS I would mention your name supporting a good cause to my >20,000 Facebook Fans giving you an opportunity to perhaps enhance your social network and receive my personal and frequent inspirational quotes. [Ships within the US only]*
  - ***Pledge \$100 or more: TENDER HEART:*** *Digital (pdf) copies of 'Temple of Hope' and my highly successful books, 'Top Ten Secrets of Book Writing' and 'Top Ten Secrets of Getting Published'. PLUS I would mention your name supporting a good cause to my >20,000 Facebook Fans and >8,000 LinkedIn connections with a reach of >24 million professionals giving you an opportunity to perhaps enhance your social network and receive my personal and frequent inspirational quotes. [Available worldwide]*
  - ***Pledge \$150 or more: AMOROUS HEART:*** *An autographed paperback copy of 'Temple of Hope' with a gold sticker authenticating as an autographed copy with a personal note inscribed inside. PLUS autographed paperback copy of my popular book, 'Kismet, Karma & Kamasutra'. PLUS I would mention your name supporting a good cause to my >20,000 Facebook Fans and >8,000 LinkedIn connections with a reach of >24 million professionals giving you an opportunity to perhaps enhance your social network and receive my personal and frequent inspirational quotes. [Ships within the US only]*
  - ***Pledge \$500 or more: BENEVOLENT HEART:*** *An autographed paperback copy of 'Temple of Hope' with a gold sticker authenticating as an autographed copy with a personal note inscribed inside. PLUS autographed paperback copy of my popular book, 'Kismet, Karma & Kamasutra'. PLUS I would mention your name supporting a good cause to my >20,000 Facebook Fans and >8,000 LinkedIn connections with a reach of >24 million professionals giving you an opportunity to perhaps enhance your social network and receive my personal and frequent inspirational quotes. PLUS an hour consultation on Skype on how to write and publish books. [Ships within the US only]*
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- ***Pledge \$750 or more: ALTRUISTIC HEART:*** *An autographed paperback copy of 'Temple of Hope' with a gold sticker authenticating as an autographed copy with a personal note inscribed inside. PLUS autographed paperback copy of my popular book, 'Kismet, Karma & Kamasutra'. PLUS I would mention your name supporting a good cause to my >20,000 Facebook Fans and >8,000 LinkedIn connections with a reach of >24 million professionals giving you an opportunity to perhaps enhance your social network and receive my personal and frequent inspirational quotes. PLUS an hour consultation on Skype on how to write and publish books. PLUS I'd name one of my characters in the next book after you. [Ships within the US only]*

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Make your rewards as diverse as the people out there because you never know what may appeal to people. Rewards too are about recognition and value.





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## 8. Secret #6—Don't avoid but manage risks.



“A ship is safe in harbor, but that's not what ships are for.”

- William G.T. Shed

Every business has inherent risks. Book business or for that matter crowd funding business are no exceptions. So how does one combats the risks latent to crowd funding? Well, you cannot avoid the risks but you sure can mitigate them by careful planning and managing them. Risk mitigation plan is essential to yours and every business.

So what are the potential risks associated with raising funds for a book on crowd funding. The following, which is a partial list, comes to mind:

- **Schedule:** You'd have to commit to a schedule for the delivery of your rewards. People would not appreciate it if you were delaying the delivery of your books. No matter what the reasons. And then all your hard work would be wasted because your reader would no longer trust you. So to mitigate this risk, allow an extra time for you to be 100% satisfied that deadlines would be met. It is highly recommended that you finish writing your book before you launch your book campaign as time needed to write a book is always an unknown. Other items that could make you fail to meet delivery time would be editing, book cover designing, and book formatting, getting ISBN etc. needing the time. So, once again, my advice is that if you have access to some funds then get all of the above activities completed prior to launching the book campaign on a crowd-funding site.
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- **Cost:** Excluding printing you would have a lot of upfront costs including editing, book cover designing, formatting etc. It would be prudent for you to get multiple quotes, select the one that suites you the best and get them started before launching the book campaign. Good editors may ask you to wait and then they could take 6 to 8 weeks or more to edit your book. To learn an expedient way to get all this done and for low and controlled cost please visit my guide on “Top Ten Secrets of Getting Published”. The good news is, and yes there is good news, that if you were to chose to go via the ‘Print On Demand’ approach then you don’t need to raise any advanced funds for printing.
- **Shipping:** Most of the book campaigns that I have seen lose money after successfully raising the required funds are those who underestimated the shipping cost. Recently and because of online revolution traditional shipping companies including postal services costs have risen and as a result their prices have sky rocketed. While shipping a standard paperback within the US may cost around \$4 to \$5, shipping it abroad could be anywhere from \$15 to \$35. So to mitigate this risk offer your book excluding shipping charges and charge those separately.

Having taken care of the risks mentioned above, it gives you an added advantage to assure your potential customers that your project present hardly any risks and financially viable.

See my response below, as an *example* that I used for my book launch after having completed all the steps except printing:

***Example:***

### ***IS THE PROJECT VIABLE?***

*The short answer is yes. Why? Because I have already invested over \$1,500 on comprehensive research, critiquing and editing. Funds raised by this project will mainly go towards formatting, printing and shipping.*

### ***RISK & CHALLENGES***

*Virtually none. Because I have already made it through the hardest part of any book: it is already written. And having successfully published five*

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*novels and sold thousands of copies I have learnt a lot about book business.*

*For this project, the years of research has already been done and validated. The book concepts, the plot, the characters, all have already been developed. The book has been written, critiqued and revised many times. Industry-recognized professionals have edited it. What remains is selecting an appropriate style for the interior design and finalizing the design for the book cover. Restricting the availability of paperback copies to the US market has already mitigated the risk of high shipping charges.*

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Next choose a few book campaigns at your chosen crowd-funding site that were successfully closed and see their format, content, and approach. This is not plagiarism; it is trying not reinventing the wheel. Make notes as you research about what would be suitable for your book campaign and jot down any new ideas as they come to your head. Always think of two key points. One what unique factors would differentiate your book campaign from others and two, what value would your readers receive. Write them down.

Keep all this information handy to work on your campaign as you prepare your promotion plan. Yep, the next chapter would cover promotional ideas.



# Secret #7

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## 9. Secret #7—Promotion is the key to successful selling:



“Don’t hate the media; become the media.”

- Jello Biafra

This secret may sound a little out of place but of utmost importance. Your book would need a platform from where it would be promoted and marketed. Since your book would not be in bookstores and millions of titles are available on online stores so how would one know where to go to find out about you and your book? The answer is: your website.

Crowd funding site will showcase your book project but you would still need ways and means to attract people to visit your crowd funding book project site. Author’s website is an essential and an integral part of your crowd funding process and long term investment for your future book business. There are a lot of website development companies who offer highly stylish templates and all the help you need to develop your website. Google them and make your choice.

While the most of top rated website builders offer a lot of similar attributes, they all have something different about the. After many years of using Wordpress I switched to Squarespace. Why? Because Squarespace is considered one of the best when it comes to SEO and template design. Since selling online is important to me I used Squarespace. Make your own choice based on what is your criteria. [Click here](#) to see a list of top ten website builders.

‘*You build and they will come*’ concept does not apply here. Remember your goal is to divert network traffic to your website so having a great looking website isn’t enough, it also needs to be network friendly.

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What it means that your website must be SEO (Search Engine Optimization) friendly. Website development companies would help you with that. Your website must be SEO both on page and off page. It means publicity through press releases to get the word out. Again there are specialty companies and consultants that can do this for you. This would all cost you money but consider it as an investment for a long-term business.

A critical part of having a website is to where to host it. Chose one of the largest companies who offer continuing website development tools with their hosting services. All this would be important when you start aggressive marketing campaign for your book.

A word of advise: don't develop website focused on you for as a new author no one knows you. Focus your website on your books. It is your books you are trying to promote and sell. Also keep your website effective through simplicity, not too long to overwhelm people and not too short to leave them confused. A Goldilocks concept, if you know what I mean.

One thing to remember that nobody likes a static website. Make it dynamic. The best way to attain that is to create a blog and make that a part of your website. Everyday write something on your blog about your books. No one wants to visit a website that wants money for products even though that is why websites are developed to support business. It's a psychological issue. So, as we live in a highly competitive world offer some free advise on your website. Advise on how to write books, how to market them and how to sell them. You don't have to be an expert to do this, simply share your experience.

Once you start your blog, and/or newsletter and made your website dynamic you would soon discover the world of social network. You would need an Author Fan Page on Facebook Personal Page and link this to your website. Also set up a Twitter account and a LinkedIn account. Link these to your website too. There are many social networking media choices but start with the above mentioned few and later you can add to it.

There are hundreds of organizations that would like to sell you Twitter and Facebook fans for a fee. Stay miles away from them. Such bought fans are all fake accounts and can eventually hurt your website based marketing campaign. No matter what they say or promise, never ever purchase fans.

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Tweet something everyday and also link all these tweets to your other social media networks so you cover a wider horizon. Remember it takes time to do all this so start early and spend perhaps 30 minutes to an hour everyday to reach out to the social networks. Create a buzz about your book.

Don't forget to engage with your audience. Respond to their requests and comments. More they find you engaged more they want to read your work. Engage with your local media. Give interviews to your local radio stations and newspapers. Perhaps your local library would like to invite you to give a talk. More people you can get to visit your website more people would know about your book project campaign at your selected crowd funding site.

A good speech should be like  
a woman's skirt: long enough  
to cover the subject and short  
enough to create interest.  
--Winston Churchill



# Secret #8

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## 10. Secret #8—Charity starts at home:



“There is no exercise better for the heart than reaching down and lifting people up.”

- John Holmes

The way crowd funding works is that when you launch your book project there should be an initial flurry of people to pledge money to buy your book. That is essential for the success of your book project. If there were no initial activities then your book project would continue to slide down a slippery path and would eventually fail. The reason is that an initial momentum allows the crowd-funding site to rank your book project higher than others and that gives you an edge over the competition. Remember we are all competing for the same dollars out there.

But how does one do that? Once again it is one of those Catch—22 situations. People don't know you well enough to pledge money and without having people pledge money you can't attract backers. But not all is lost. The way to combat this situation is to start at home. Approach your spouse, siblings, parents and grandparents and ask them to support you by making a pledge on the day of book launch. Don't forget your uncles, aunties and cousins. Don't stop there. Ask your family members, uncles, aunties and cousins to approach their close friends to make a pledge on the day when book would be launched. Yes, you should approach your friends too and ask for their support. It is important that you do all this before the book launch. This is the core funding or the inner circle you must develop, as your success would depend on it.

Statistics show that most of the successful projects get about one-third of their money from their family members and friends and once such contributions are committed in the beginning it sets off a momentum to bring other interested parties to your site to pledge money.

Once again it is a psychological issue where confidence breeds

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confidence. People like to commit to a project when they see it gaining popularity. Also, as it allows your project to be ranked higher, i.e. to be on the first page under various categories, it gets better exposure attracting increasing number of people to consider pledging money for your book project.

There is something else that happens when family members and friends come to rescue. They perhaps have their own websites and social networks and they join you in promoting your work by telling people about pledging money for your book projects. Now your marketing campaign grows multi-folds.

Once this starts to happen you would see that success breed success and money makes money. Take full advantage of this early success and broadcast it to the world through your social media network. Now get into a high gear and consider advertising. If you are not yet a part of social media revolution then the question I ought to be posing is: where have you been? Do it and do it now. Get yourself a Facebook Page, Author Page, Twitter account and join LinkedIn plus a couple more such social media sites if you have time and patience. Instagram is another good one.

All social media networks like the Facebook, Twitter and LinkedIn are well established to advertise you to thousands if not millions for a small fee. Expand your reach and advertise wisely. Remember try not to sell book based on price but on value. Sell the raising of awareness or the human rights issue that your book would support. Build a case as to why the world should see this book in print. Don't be bashful; be boastful. If you wouldn't speak up for your book then who would?

Most people are good at heart and willing to help if you could demonstrate that their money is being put to a good use. Do your research and market your values. Get some simple leaflets printed about your book launch and do canvassing in your neighborhood.

Then there are support groups; dozens of it if not hundreds of them. These are available on Facebook and LinkedIn. Join these groups and participate actively. Offer them advice and tell them on an ongoing basis the value of your work. Invite them to make a small pledge to support you. There is never any harm in being truthful and asking for support. People love to help.

Most of these support groups have thousands of members and before you know it you would be reaching hundreds of thousands of

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people. But remember that is only half the battle. The other half is to convince them to pledge money towards your book project campaign. Value, value and more value, that is all you got to remember and market it.

There are specialty companies who would offer supporting your book campaign for a fee. I would stay away from them. They could be expensive and they tend to believe more in the process than in results. I much rather use that money to advertise on Facebook and LinkedIn.

Believe in and make use of tools. For example you can link all of your social media networks so when you write something on one it gets automatically broadcasted on your entire social networks. Also you can schedule your comments so rather than writing something everyday, write for say once a week and schedule it to be done automatically. Time management is the key to efficiency and productivity. And to manage time is to make time.

Don't forget that your crowd-funding site would also offer you tools for reaching out to people. Publish your comments on an ongoing basis to share something meaningful. People want to see you active, constructive, and as an innovator for them to support you by pledging money for your book project.



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## 11. Secret #9—Adopt innovation and creativity:



“Innovation is the specific instrument of entrepreneurship...the act that endows resources with a new capacity to create wealth.”

- Peter F. Drucker

Behind every successful book is a strong promotion campaign. Professionals teach you that the success of a prosperous business depends on three things: Product, Price and Promotion. The rule of 3Ps!

But simply telling people that you have a new book that is coming out soon is not enough. Why? Because writing a book is your accomplishment not theirs. They need to be convinced that your book is worth reading.

One could hire a publicist to run a promotion campaign but that is a very expensive option. Or one could do oneself. But remember that you have to be creative in promoting your book. It is understood that creativity flourishes in a congenial environment. What it means is that creative promotion techniques need to be shared and validated by others in a socially supporting atmosphere.

You have heard of the left side and the right side of brain and its effect on thinking creatively. Well, there are also two types of thinking processes. Majority of us do ‘Convergent Thinking’ that includes analytical thinking or logical answers with a single correct response. For example, if I offer discount then perhaps someone would buy my book. But then there is, ‘Divergent Thinking’ process that requires association and multiplicity of thought. The message here is that we might need both types of thinking process to develop innovative ways to promote your book.

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If we were to think in a creative fashion then I believe there is even a better approach. It is a sequential approach to creativity where you start with divergent thinking to challenge ideas followed by convergent thinking to narrow down exploitation of select ideas. Being an engineer myself I believe in a stepwise approach for effective implementation. So, here is a suggested approach:

- ✓ Identify a promotion approach that you would like to follow as priority idea, then
- ✓ Gather all relevant data to support your idea, then
- ✓ Clarify the hurdles that you might face, then
- ✓ Further generate ideas to refine the original idea, then
- ✓ Evaluate and strengthen your refined idea by putting it to test, and finally
- ✓ If results are encouraging then translate the idea into a plan of action and don't forget to implement the plan, otherwise go back to step 1.

You ask how to implement such a plan? Well, once again there is a stepwise process:

Step. 1 - Heightening of anticipation for a buyer by giving him intriguing bits of information about your book, that is to make connection with your potential buyers and create the desire for them to know more about your book,

Step. 2 – Deepening of expectation on behalf of the buyers and offer them opportunities for them to participate in the success of your book,

Step.3 – Continuing with creative thinking to extend your promotional techniques based on ongoing learning.

My research shows that creative promotional techniques are closely related with the emotions of a potential buyer. What it means that unlike inventiveness it is less of a trait and more of a proficiency that you can learn and get better at with time and experience. What I also discover that more effective promotional approaches use media-oriented creative arts such as book trailers that incorporate cognitive and emotional functioning.

Perhaps if I were to give you an example as to how I developed an

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effective promotional campaign for my book, “Temple of Hope” then I would make my point clear. I realized that no one in the literary world knows me or cares about me as an aspiring author. I could tell the world through my website and social media who I am but that is not much of a significance to anyone. But what about my protagonist who is about to embark on an amazing journey of thrills and adventures. People want to know about her as she puts her life on line to fight crime.

So, an innovative way to do book promotion is to let your protagonist put out comments and announcement about the story you are trying to promote. People often fall in love with protagonist a lot easier than with an author. Let your protagonist tell the story and create a following. It helps if your protagonist’s story has a face that people can remember. This is where book trailer comes into play. Check out my book trailer for the book, ‘Temple of Hope’ where the opening scene illustrates the plight of a victim, an innocent little girl with sad eyes desperately clutching her teddy bear. Right there is the emotional connection between my book and potential buyers.

[Watch my book trailer.](#)

There is nothing like putting a face to a story to bring it alive. People who watched this video often uttered, “Oh my god, what is going to happen to this sweet little girl?” You just don’t get a reaction like that from an email or Tweet.

Put your book trailer on YouTube and make it available for mobile devices like smart phones and tablets. YouTube today has a worldwide reach and people are crazy about it. You could also advertise for free on Vine and such other illustrative media channels.

If you put your thinking cap on, I am sure you could come up with your own creative ideas. Other ideas that I explored included my protagonist having her own website, her own blog and her own Facebook Fan page. Once again the whole idea is to create a buzz about your story, about your protagonist, about the plight of innocent victim and not about you being an author. Remember it is your book that you want people to fall in love with, enough to spend money and buy it. So, if that is the goal then come up with creative ideas to promote your story and not yourself.

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# Secret #10

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## 12. Secret #10—Strategize to lose money!



“Take time to deliberate, but when the time for action comes, stop thinking and go in.”

- Napoleon

You must be wondering if we are there yet? I mean it seems that we have done everything disclosed in the above nine secrets including smart money approach for book launch, pitching the story in a convincing way, utilizing a differentiated approach to give your book a unique perspective, presenting yourself as a credible author, offering some tantalizing rewards, evaluating and developing a risk mitigation plan, maximizing the use of social networks to get the word out, getting full support of family members and friends, and coming up with incredible creative ways to promote the book. So, what is left?

Having done all of the above you are all pumped up to make a killing in the book world of crowd funding. Your expectations are real and hopes are high. So what can I offer you now as a final and closing secret?

Well, if you think that is what it takes to launch a successful crowd funding book campaign then I am sorry to say that you forgot the most critical reason of why you wanted to be a successful writer. Would it not be nice if not just the first but all your future books were successful? If that was your prime objective then I am afraid we are not quite there yet. Not by a long shot.

Time has come for me to share with you the last secret that would be the absolute key to your success so please pay attention. I mean real kind of attention, the one that needs coffee and a cigarette kind of attention. Okay, skip the cigarette but go get a coffee and then I shall

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disclose to you an amazing secret.

What? Back already? Must be an instant coffee? Okay I see a coffee in your hands so here goes. Deliberately design your first book campaign to lose money. That's it. Yeah, you heard me right. Lose money. Okay, let me explain and you can clean that coffee stain of your shirt afterwards.

Majority of ventures fail because they have not grasped an absolute fundamental fact that every business has a two-step process. Trust me that not understanding this simple fact would lead you to all sorts of mistakes and eventually financial losses. This is how mistakes are made. When a businessman dreams of selling something he does all the market research, studies the demographics, evaluates the competitive landscape, pays attention to the dynamics of the industry and then pitches his business against the target competitors. Sounds good, doesn't it?

So, what is wrong with this picture? Most these businesses fail for a single reason that they plan for the future by studying established businesses and not for the present by ignoring start up companies. In reality every new business has a two-step strategy—market entry strategy and then market growth strategy. One needs to first start with a market entry strategy that typically is price driven, i.e. buying a position into a market place. And then, perhaps after a year or two, implement a market growth strategy (provided of course that you have successfully entered the market) that offers differentiation based on value.

Crowd funding to raise funds for your first book is also a two-step process. The objective of going on crowd funding with your first book ought to be to demonstrate that your book has attracted financing well over your set target. Why? Because that is the only measure available on crowd funding to demonstrate your success and establish you and your products as a credible entity for the future.

So plan your first book crowd funding campaign such that you are almost assured of surpassing your financial goal by at least 200%.

How does one do that? Well, first set your rewards at a very attractive price. Second set a financial goal of say \$1,000 or \$1,500 even if your cost is going to be say \$3,000. This would allow you to raise money well over your financial goal and that is your market entry position to build on for the second book where your differentiated value would be that you are already and proven highly successful book writer on crowd

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funding sites.

This would do something else for you while your book campaign is running. When people see that you are already over financed then they would believe that you have something worthwhile for them to spend money on. People like successes. Chances are that even though you have set your target below your cost, you may end up with sufficient funds to cover all your cost and make a descent profit. This, however, would not be true if you were to set your financial target high because then you are likely to end up closing your book campaign due to lack of finance. Crowd funding typically recommend that you run your campaign for about 30 days but I disagree. For the first book you need time to implement effective promotion plan and build on ongoing success. So, I would advice you select a 60 days for your campaign length.

So, remember. Step one is market entry based on low price and low financial goal and step two would be growth (second book at high price and higher financial goal) based on your financial success of the first book.

So price your book right to attract readers and build your followers. Don't expect to make your big money on the first book. Consider your first book as an investment or a part of marketing and promotion and offer it at a low price and once people like your characters and you as an author, they won't mind paying higher prices for your next book.





# Other Resources

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I'll be writing other guides that would help you in finding solutions on how to become a successful writer. I tend to break away from traditional approaches to book business and based on my over 35 years of international experience as a strategist for major businesses I am always exploring new and innovative ideas that are practical and easy to implement and employ out of the box thinking.

You can also follow me on various social media sites to check my ongoing suggestions about writing, publishing and crowd funding.

[\*Narendra's Books\*](#)

[\*Narendra's Facebook Page\*](#)

[\*Follow Narendra on Twitter\*](#)

[\*Join Narendra on LinkedIn\*](#)

At the end of this guide you may want to check out some of the praises that my books have received from professional book reviewers that shows that the guides that I offer to assist you in becoming a successful writer works. You could also check out some of my eBooks and paperbacks at my website at [\*Narendra's Website\*](#)

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# **“The Book of Secrets” Series**

‘The Top Ten Secrets of Crowd Funding’ is the third of a series entitled, “The Book of Secrets”. All books would be made available for a minimal price on the website <http://www.bestmysterybooks.com>

- 1. Top Ten Secrets of Book Writing *[Published]***
  - 2. Top Ten Secrets of Getting Published *[Published]***
  - 3. Top Ten Secrets of Crowd Funding *[Published]***
  - 4. Top Ten Secrets of Book Promotion**
  - 5. Top Ten Secrets of Book Selling**
  - 6. Top Ten Secrets of Fiction Writing**
  - 7. Top Ten Secrets of Memoire Writing**
  - 8. Top Ten Secrets of Travel Story Writing**
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# About Narendra:

Narendra (Naren) Simone and the Hindu God, the Lord Krishna has something in common—they were both born in the town of Mathura (India), albeit about a few thousand years apart. He attended schools in India, England and Canada (Narendra, not the Lord Krishna) and studied at the Universities of Agra & IIT Roorkee (both in India), Nottingham (England) and Calgary (Canada). He has lived and worked in the USA, Canada, England, the United Arab Emirates, Bahrain, Saudi Arabia and India.

Witnessing six wars (4 in India and 2 in the Middle East) and travelling to over 80 countries has allowed him to gain an in-depth knowledge of various and diverse cultures. Inspired by true events and human rights issues his writing offers insight into cultural differences, age-old traditional values and behavior dilemma that coexist in the vast diversity and different races of the world.

Nomad by nature and apt on taking up challenges he travelled through many countries building his repertoire of dozens of stories. Writing the stories was not enough. These needed to be told. So, he is building a platform from which he can tell his stories to the world. Today he has over 10,000 LinkedIn connections linking him to about 26 million professionals, over 25,000 Facebook fans, over 5,000 Twitter fans.

Although richly influenced by his foreign travels, Narendra finds his inspiration from his life experiences and through his novels invites you to join him on a journey of life, adventure, mystery and intrigue.

Narendra is a citizen of Canada (and resides in Canada and the USA) and writes fiction, memoirs, and misadventure.

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# Praises for Narendra's Books:

***Desert Song*** - Narendra Simone in "Desert Song" goes beyond entertainment to provide insight into the very complexities that challenge our understanding of conflicts; and prevent peace in the region today. Watch out. This is a great tale. Once you pick this book up you will also find it a challenge to put it down; with surprises continuing till the end. — Kim (Amazon)

***Desert Song*** – "Reading *Desert Song* is what I imagine a few evenings to be like of listening to a master story teller take us through the descent of Beowulf. Medieval in its proportions, gruesome in its verity, raw in its necessity, *Broken Dream* exposes the sinister triangulations of politics, religion, and law in a world wrought with dark forces. Our hero, Matt Slater, witnesses unimaginable crimes in his desperate search for a lost child. Startling ironies erupt on each page as Simone's first thriller hurtles us through a journey both disturbing and authentic. Before you read any other book on the Taliban, read this book first."—Almeda Glenn Miller, author of "Tiger Dreams"

***Desert Song*** – A Brilliant Story Masterfully Crafted – "Right from the beginning I enjoyed Narendra's style ... the picture was drawn and I stepped right into the set ... he cleverly interweaves his characters and gives his reader intrigue and interest in learning the dangerous world of Arabia ... Once I started reading it I could not wait to finish it." – Praveen Gupta, Published Author of 14 Books

***Desert Song*** - Narendra Simone is an author that truly knows how to capture the imagination! Like all great storytellers, he transports you into another world and gets you completely wrapped up in it. I recommend this book to anyone who wants to step into a hidden world within the Middle East and get consumed by a cleverly woven tale. Can't wait for Narendra to release more books!"— Maria (Amazon)

***The Last Goodbye*** – "In his riveting story, *The Last Goodbye*, Narendra Simone skillfully portrays the soul of a mother/son relationship in a culture that remains an enigma to so many of us." – Mike Sirota, author of "Fire Dance" and "The Burning Ground".

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***Tuscan Dream*** – **HIGHLY RECOMMENDED** – Narendra is a widely travelled author with an eloquent writing style. Artistic descriptions of the beautiful city of Florence, creates an enriched backdrop for the characters and plot of this novel of romance and intrigue. I began reading this story and could not put it down as it transported me to a culture of great beauty, architecture and art, through the eyes of captivating characters. – Elaine Fuhr, Allbooks Reviews

***Cry of the Soul*** - Nail-biting thriller written with great style—Like his other novels, you are automatically drawn into Simone's novels due to his elaborate style of writing and rich use of the English language. His stories are nicely paced, and his characterization of each person in the story is quite marvellous. – Dickinson (Amazon)

***Tuscan Dream*** - At storytelling Simone is a master, getting you to turn each page with ease. The joy of this book is truly in the writing. — Jan Heart (Amazon)

***Temple of Hope*** - Narendra Simone establishes himself as a top-flight mystery/thriller author with this excellent book. We can only be grateful that Sophie Kramer will be around in his future novels. Highly recommended on many levels.— Grady Harp (Amazon)

***Pink Balcony Silver Moon*** - Amazing combination of poetic character development, great plot and wonderful way to put you right in the scene. — Avid (Amazon)

***The Unholy Ghost*** - This is Narendra Simone's best so far. It addresses the ugly reality of pedophilia in those we should be able to trust. His writing and descriptions are really good and I really like his protagonist, Sophie Kramer. She keeps the pace going at a fast and furious rate and of course everything is not as it first appears. This novel is well worth reading.— Dickinson (Amazon)

***Tuscan Dream*** - Stunning and original - shows great promise—The strength of this novel is undoubtedly in the writing, where the author describes quite remarkably the Italian landscape, atmosphere, the city, and Italian culture - it is extremely rich in language and quite original. I found the novel to be both absorbing and appealing, a measure of the writer's talent.— Jan Heart (Amazon)

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“And above all, watch with glittering eyes the whole world around you  
because the greatest secrets are always hidden in the most unlikely places.  
Those who don't believe in magic will never find it.”

-Roald Dahl

The End

