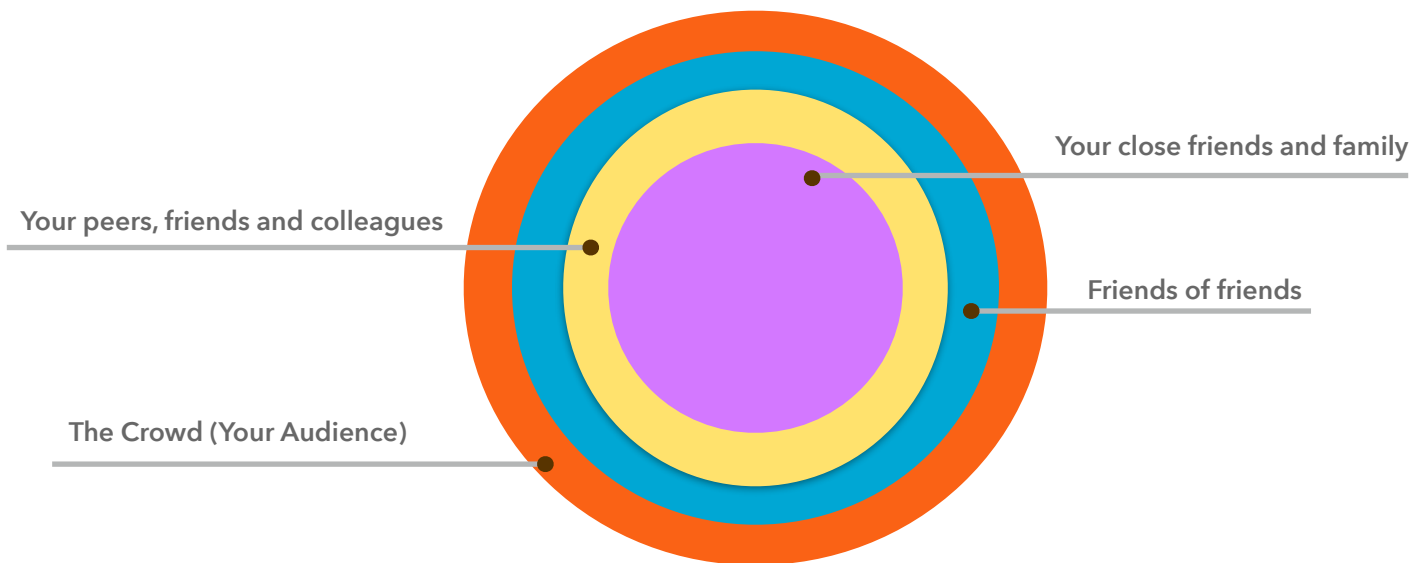


# The Circles of Crowdfunding

Meet your circles



## Your close friends and family

These are the people who you are closest to and are therefore the Core of your support. These people should be the first people you reach out to when you launch your campaign, face-to-face, call them, email them or message them whichever way is easiest to reach them. They should provide their support to your campaign within the first 24 hours and make up between 10-20% of your funds. This is critical to get the ball rolling.

## Your peers, friends and colleagues

You're ready for social media! This circle contains your schoolmates, co-workers, people you know through your industry and people you are friendly with. Similar to the first circle, they need to be asked directly. You can only reach out broadly when you have gained traction. This group can be emailed and messaged on social media so make sure your Facebook, Twitter and Instagram pages are up to date and post regularly on Snapchat. Make sure to include links to your Talent Backer campaign and thank everybody for their support. Ask this group to like, share and retweet your content to go widespread!

## Friends of friends

By now you should be about 70% of the way towards your goal and you will have group of supporters who believe in that goal! Now it's time to reach the people who don't know you, the people who will only contribute if your story is compelling. So tell your story through your videos and images, update your social media pages and Talent Backer page regularly to keep everyone informed of your progress, show where their money is going and don't forget to thank them for their kind support. Once you're getting contributions from the 3rd circle, you're about ready for the 4th, The Crowd!

## The Crowd (Your Audience)

Welcome to the Crowd! If you've managed to gain the support of the other 3 circles you're ready to start reaching out to local radio stations, newspapers, industry bloggers (do a guest blog, very useful for reach), even professionals in your industry. If you're looking for professional corporate sponsorship, start to reach out to companies now, you have fans behind you which will be very attractive to companies as they look to grow their own audience. At this point your target is well and truly in sight. If you've reached out to numerous media sources it should certainly pay off, allowing "The Crowd" to pick up and take your campaign to your target and further. Your campaign doesn't stop at 100% either.

Congratulations on your dedication and the best of luck with your future!

[Talent Backer Team](#)

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For more information, any questions, if you want examples or just a chat:

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