



Crowdbooks Campaign Hand Book

A step by step guide to publishing your book!

Intro

If you are reading this it means that you want to know more about how to get your project funded or you want to know how we work.

The Crowdbooks platform is a unique way of realizing your dreams of having your photobook or illustrated book published. We use a proprietary crowdfunding platform that relies on pre-sales of your project as a book and includes various levels of “rewards” to raise the money needed to turn your project into a photobook that will be sold worldwide!!

In order to do this we use a strategy that leans heavily on social interaction. We don't accept every project that we get sent, in fact we have strict guidelines that determine whether a project is accepted or not.

To help us with the selection process we use a [Project Proposal Form](#). This form is designed to help you give us as much info as possible about you and your project. It is essential that ALL the questions on this form are answered as fully as possible.. there is no such thing as too much information.

If your project is accepted on our platform you have to make sure that you are extremely proactive in its promotion. We promote all project campaigns on our social networks and through our partners but you are strongly urged to push your project as much as possible. This can be done in various ways for example through your own social circles (family, friends, personal blog), public exhibitions, related events for example photo fairs, interviews, reviews etc. The more visibility your project gets, the more chance it has of being successful.

When you are promoting your project campaign we insist that you mention that your campaign is on the Crowdbooks platform (otherwise how are people going to be able to help?!). We will provide you with a unique link that MUST be included in any online or printed promotion that your project receives. If your project has had any promotion before being submitted to the Crowdbooks platform please tell us all about it as this will help tremendously to get people to know more about your project.

If you have any questions after reading this document drop us a line and we will get back to you with the answers you need.

The process of getting your project published as a book involves various steps that need to be completed in order for everything to happen.

The first step is actually proposing your project to our editorial team. You do this by filling in the Project Proposal Form.

Filling in the Crowdbooks Project Proposal Form

This is your opportunity to sell your project. Make the most of it, make people want it!

Giving us as much info as possible and as soon as possible gives us the possibility to better evaluate and, eventually, promote your project and its crowdfunding campaign on Crowdbooks and through our international offline network of galleries, magazines and other publishers.

There are a lot of questions in the Project Proposal Form all of which are necessary. The sooner we get all the info, the closer your project will be to becoming a reality.

The Project Proposal Form is split into two main categories ; Project and Author

Project – All about your project

Project Title

Give your project a title. **Remember it's the first thing that people see when they read about your project** so it's always a good idea to choose something that best represents your project and will make people want to learn more about it. Make sure that it's something easy to remember and not too long, it needs to be captivating.

Project Category

To help us better understand your project and what you intend to convey through it we ask you to choose from the drop down menu the category that best describes it;

Photobook – A collection of photographs with a specific theme or storyline with limited text;

Illustrated book – A book made up of illustrations that could follow a specific theme or storyline using both words and pictures;

Reportage – A book that uses photographs to tell the facts of a real event or period from beginning to end. This type of photography has its roots in photojournalism.

Project Location

Tell us where you shot your project. This will help us when it comes to describing your project for publicity purposes. It will also help to give your project its own identity. You could also include the period/duration of the production process

i.e: “The project was shot over a six month period in Mexico and Chile”

Short Description

Give us a brief, Twitter style, (max 140 char) overview of your project. What it’s about and why you decided to create it. Remember that you have to be to the point here, you have limited characters at your disposal but, nevertheless, you have to get the message across.

Long Description

Here you can tell everyone all about your project. Be creative and go into as much detail as you can. **Make it interesting.** The people that you want to help you get your project off the ground need to know what it’s all about but if what they read bores them they won’t even read half of the description. We want to know all about what you have created so we can share it with others.

Your Video Url

We will push your project on all our available media channels. Linking a video makes it a lot easier to get people to get to know your project in more detail. There is no specific format that your video has to be so long as you give us a valid working link from any of the major video sharing networks like Youtube/Vimeo/Dailymotion or from [Dropbox](#) / [Google Drive](#). Please make sure that you give us access to the original video file. As with the description of your project, **your video has to be dynamic, maximum 1-2 minutes long.** It needs to capture the viewer and make them want to see more.

Your Photos

We need a selection of photos that we can use for promotional purposes. Ideally they would be a selection of 15 photos that give a broad overview of what your project is all about. Please make sure that they are related to the project that you are trying to raise money for in your campaign.

We're asking authors to choose one or more pictures (not necessarily from the work you want to publish) to be used with [Creative Commons 0](#) licence by all the people in the Crowdbooks community. This will help to boost your social impact as an author.

Your Project Message

Your project has a message, a reason for existing. Tell us what it is. Make it compelling. **Make it interesting.**

Your Project File (PDF only)

How do you imagine your finished book will look? Let us know. If you have a draft let us see it. **Don't worry about the layout**, we can work with you on that at a later date, the important thing is that we can get an idea of how you feel it could look. This must be sent as a PDF file.

Suggested up-sell Rewards

To help your project reach its goal we offer tiered rewards in the way of different book/extra combinations, book with presentation case; common extras are postcards of photos that are included in the book, signed prints, posters, etc The extra combinations can be whatever you think may encourage someone to give that little bit extra to help you realize your project. Obviously, the better the "extra" article the more we can add on to the reward price allowing you to reach your goal more quickly.

We can help you to find the right provider for producing these extra articles.

Author

We need the info in this section to help us get to know all about you.

Don't be shy but don't lie ;)

Tell the world about the person behind the project.

Your Email Address

Give us **a valid email address**, preferably one that you use regularly.

Your Fiscal Position

We need to know for tax purposes which of the following you are:

Private entity - Regular person or freelance photographer.

Company - Collection of artists working under one name.

Non-Profit Organisation - A group or charity organisation that has a registered charity number.

Your Name

Please give us your full name and surname as it is written on your passport. We will need this for any eventual contract. If it isn't made out in your real name it's worthless. Please do not use a nom de plume.

You can use pseudonym publicly on the platform during the campaign.

Payments

In order for us to pay any royalties we need your tax number in the case of a Private Entity or a Company and the registered charity number of a Non-Profit Organisation or Charity.

Your Profile Avatar

If you have a [Gravatar profile](#) you can use the image from it here otherwise you can simply upload a profile picture. Please note that the picture you send us is likely to be used on our web site and could also be used in any articles or posts on social networks that we may publish in order to promote your photobook project crowdfunding campaign.

Make sure it's a photo you don't mind sharing with the rest of the world!

Your Country

Please tell us **in which country you are currently a resident.** If you are from Germany but you live in Paris then you would need to answer "FRANCE".

Your Website

If you have a personal website or blog please paste the complete URL here (i.e: *https://crowdbooks.com*).

Obviously, if the website or blog has nothing to do with photography it won't really help your campaign much.

Your Social Accounts

Please link your social profiles here in the appropriate box. The more social media platforms you list, the better. **Remember that you will have to use your social media platforms to spread the word about your project as far as possible.**

Extra info Section

If you have already published something, either in book or digital form, let us know about it. It doesn't matter how big or small.

Exhibitions and Festivals

Have you or your work been showcased in any festivals or exhibitions? If you have won any competitions or awards for your work then let us know.

Related Press

Have you or your work been mentioned in the press (printed or digital)? Send us the relative links as soon as they get published or go online so that we can publish them in the relative press section of the project page.

Project's Timeline

If your project is accepted we will offer you a regular, legally binding contract that protects you, us and your work. Once this has been signed in double copy it needs to be returned by registered post as soon as possible as without it we cannot go on to the following stages.

Once we have your signed contract we can start the crowdfunding campaign.

Pre-campaign

The pre-campaign period is 15 days, you can decide to make it shorter but we strongly recommend you stick to this timeline.

You need to be proactive during this phase. You can do this by letting your social networks know that you are about to launch a campaign on Crowdbooks.

Even though we will promote your campaign on our social networks, we recommend that you start a personal social marketing campaign using your own social network accounts. The success of your crowdfunding campaign depends on the intensity of your personal campaign. Lean on EVERYONE you can think of: followers, friends, relatives, people on the bus ;)

We suggest you use [Buffer](#), [Hootsuite](#) or [PostPickr](#) to help you with scheduled posts.

This is where you need to establish what you would like to offer as extra rewards for those that back your project campaign. You will also need to prepare promotional material that can be used to get the message out about your project; gifs, photos and videos that contain a selection of the work in your project. **You have to create an appetite for your project so make sure you do a good job!!**

We cannot stress enough the importance of self-promotion in order for your project to succeed. Many artists believe that once their project is in crowdfunding, their work is over. On the contrary, this is when the real work starts. You will have to do all you can to make sure as many people as possible know about your project and how they can help you to make it become a reality. This can be anything from online promotion on your own social networks or blogs, promotion on online magazines, interviews in printed press, TV and radio interviews or promotion, exhibitions and other industry related events.

Please keep us up to date on the progress of your personal social campaign.

Crowdfunding campaign

The crowdfunding campaign period is 30/45 days. This is where the hard work starts!!

Your campaign needs to have reached 30% of its goal within the first 10 days so it is more important than ever that your personal social campaign is as active as possible. To help keep track of your Facebook posts we recommend using Pixels (if you are not familiar with this we can give you a hand).

We will do all we can to help your project reach its goal but its success also depends on how much you spread the word during all campaign phases. We need to know of any eventual external publicity that you or your project has received during these initial phases. **Remember to keep us up to date of the progress of your personal social campaign.**

You will be able to follow the progress of your campaign whenever you want by checking your campaign page. Here you will be able to see how many copies have been pre-sold and which rewards are the most popular. This data is refreshed frequently so it gives you a good idea of how your campaign is progressing.

Post-campaign

There are 2 scenarios that need to be explored here:

Failure

It happens sometimes. Unfortunately we are not able to say why some campaigns fail. All we can do is thank those who did support the campaign and reimburse them. We will do this in the name of Crowdbooks and, if you like, we can provide you with a list of those that backed your project so you can send them a personal thank you.

Success

Congratulations!

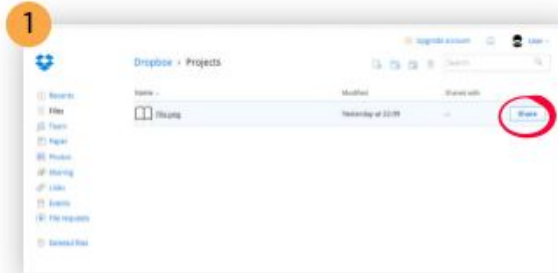
Your photobook dream has become a photobook reality!

At this point we will send a thank you mail in the name of Crowdbooks to all those that backed your project. We will provide you with a list of all your backers so that you can send them a special thank you (a nice touch is to include a personal surprise in the book or it's packing, this could be anything from a postcard sized photo by you or a handwritten message). It's up to you.

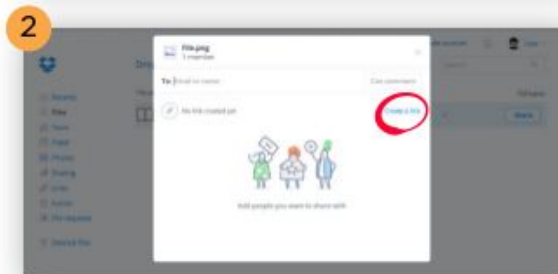
[Propose your project now!!!](#)

*Stefano Bianchi,
CEO of Crowdbooks*

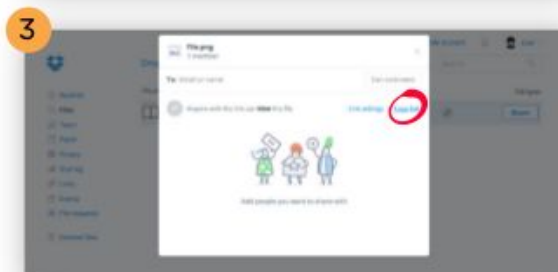
How to generate a public link to your files in Dropbox



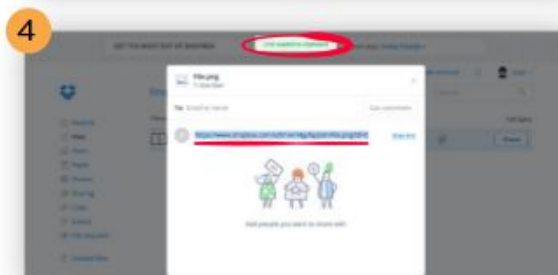
Select your file and click the "Share" button.



Click "Create link" in order to create a link to your file.

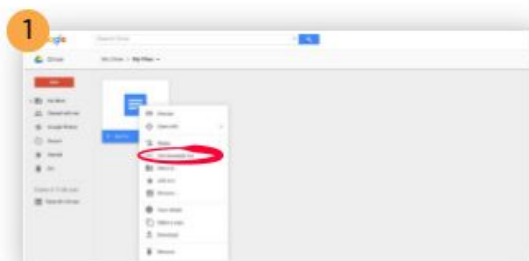


Once you've created a link, select "Copy link".



The link generated is automatically copied to your clipboard, so you can paste and share it.

How to generate a public link to your files in Google Drive



Right-click on your file and choose "Get shareable link" from the menu.



The link generated is automatically copied to your clipboard, so you can paste and share it.

Table of contents

[Intro](#)

[Project - All about your project](#)

[Project Title](#)

[Project Category](#)

[Project Location](#)

[Short Description](#)

[Long Description](#)

[Your Video Url](#)

[Your Photos](#)

[Your Project Message](#)

[Your Project File \(PDF only\)](#)

[Suggested up-sell Rewards](#)

[Author](#)

[Your Email Address](#)

[Your Fiscal Position](#)

[Your Name](#)

[Payments](#)

[Your Profile Avatar](#)

[Your Country](#)

[Your Website](#)

[Your Social Accounts](#)

[Extra info Section](#)

[Exhibitions and Festivals](#)

[Related Press](#)

[Project's Timeline](#)

[Pre-campaign](#)

[Crowdfunding campaign](#)

[Post-campaign](#)

[Failure](#)

[Success](#)

[How to generate a public link to your files in Dropbox](#)

[How to generate a public link to your files in Google Drive](#)

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