TOP KICKSTARTER PRODUCT LAUNCH CONSULTANT
KHIERSTYN ROSS BRINGS YOU...

The LAUNCH Field Guide

KHIERSTYN ROSS'

Launch and Scale™ system
to get your Kickstarter

Fully Funded

and walk away with

HUNDREDS OR THOUSANDS OF NEW CUSTOMERS

Table of Contents

02 Where it all started

03 Know The Rules of The Game You're Playing

04 The Popularity Algorithm In Action

05 How To Use This #*Launch*Guide

06 #Pre-Launch

10 Toolbox

16 Appendix



Hey!
I'm Khierstyn.

Thanks for grabbing my *#Launch*Guide!

In this guide, you'll learn the strategies that helped me:

- Raise more than $3M on Kickstarter and Indiegogo
- Average over $200,000 per launch
- Build our clients' email lists from 0 to over 7,500 ideal customers

As well as:

- How to navigate the cold unknown of having a strong pre-launch that builds into an #overfunded Kickstarter
- What tools helped support me in this process
- For those visual learners, we've included a printable 3-month launch calendar

I'm a product launch consultant that's worked in the trenches with people launching Kickstarter and Indiegogo campaigns for four years. Whether we were directly managing the campaign, or advising e-commerce brands, our results speak for themselves.

I've helped several product creators launch their products, including Jamstack, Sago Mini, TappLock, Shock Clock by Pavlok, and Founder. Recently, I opened the doors to Launch and Scale, an 8-week accelerator to help first time business owners launch and scale their products.

If your like most of the business owners I work with, this probably isn't the first resource you've picked up on product launches. There's a lot of information overload out there and it can be confusing.

Unlike other resources out there, this *#Launch*Guide was designed with the goal of getting you to take action.

I know you have a dream to change the world with your product, and I want to show you how to make that happen.



Where it all started

In 2015, I partnered up with the founder of my first crowdfunding campaign to launch a really cool product. However, like a lot of people I speak to now, we didn't really know where to focus our efforts.

We spent a couple of months preparing for the campaign... And even had two full-time interns.

Pre-launch is both exciting and stressful because you don't really know if what you're spending your time on will get you where you want to go.

The day we launched, things didn't go as planned.

Our launch was an epic disaster. We ended that first launch raising only $16,710 of a $50K goal.

We were SURE the product was a winner and didn't understand what caused our launch to fail... until we investigated.

It's a good thing we did. We realized the fatal mistake in our strategy during that first launch and used that information to course correct.

Know The Rules of The Game You're Playing

What caused our first launch to fail was the same fatal assumption you might be making...

That Kickstarter and Indiegogo have their own audiences and customer base, so you don't need your own.

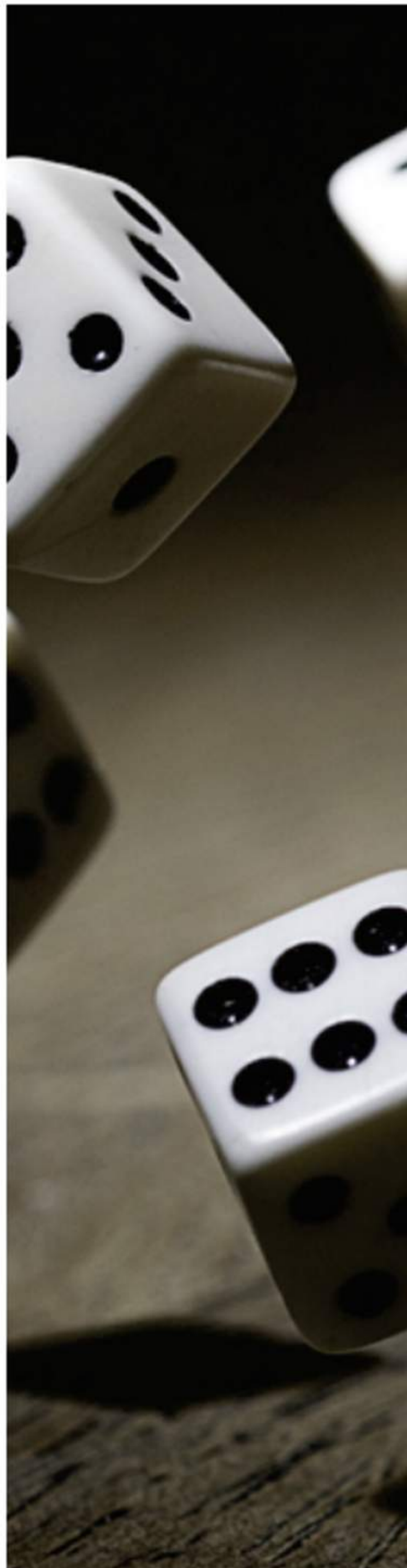
This can't be further from reality.

You need your own audience before you launch in order to have early customers and prove to the platform that you have a popular project.

That's how you rank on Kickstarter/Indiegogo and get discovered by their communities.

Applying this, we had "overnight" success.

We ended that second campaign (the relaunch) raising $593,740.



The Popularity Algorithm In Action

Kickstarter and Indiegogo's algorithm are governed by three things:

1. Good user experience (so people come back)
2. Making money (they are a business after all)
3. Success of their creators (people running the campaigns)

If you can show them that you're a popular project, the platform will see your project as good content for their users and a successful campaign they're making money on (sinceKickstarter and Indiegogo take 5% of every dollar you raise on their platform).

This combination will ensure your campaign gets favored and shown to more people.

That's why you need to build up a targeted audience of buyers ready to support you when your campaign launches so you can kickstart your Kickstarter.

THE RESULTS ARE IN

Putting this principle to work on future launches, here some of the results:

TAPPLOCK RAISES $330,046
SHOCK CLOCK BY PAVLOK RAISES $343,155
FOUNDR MAG RAISES $200,589
JAMSTACK RAISES $368,547
SAGOMINI RAISES $175,475

"Same strategy applied to different products, work"

DISCLAIMER:

Reading this checklist won't make you rich. It also doesn't guarantee your success. Crowdfunding success depends on so many factors.

How To Use This #*Launch*Guide

This guide is broken into four parts:

1. CHECKLIST
2. TOOLBOX
3. APPENDIX
4. LAUNCH CALENDAR

The Checklist is a list of what you need to do to prepare for your launch. There will be parts in there you may not know how to.

That's why I've added in the Appendix to elaborate on new things you may not be familiar with. This section will cover high level strategy and give you pointers on how to tackle that key areas of your launch.

Any of the content on the Checklist you see with a "*" beside it will have an elaboration in the Appendix.

The Toolbox is a list of the key tools I use with our product launches.

Finally, for those like me that love a more visual take on project management, we've included a Launch Calendar section. It's a printable pdf.

#Pre-Launch

AT LEAST 3-6 MONTHS BEFORE

- [ ] Validate your product*
- [ ] Create a customer avatar*
- [ ] Get to know your customer by interviewing them*
- [ ] Write down your features and benefits statements*, test them
- [ ] Create a welcome email sequence in your Email Service Provider*
- [ ] Create social media accounts with your brand name

TECH

- [ ] Buy a domain name
- [ ] Create a landing page (Clickfunnels or Square Space)
- [ ] Get an Email Service Provider (Active Campaign)
- [ ] Connect and test both to make sure you are collecting email addresses
- [ ] Create a Google Adwords account (if doing paid ads)

PAID ADS

- [ ] Create a Facebook Page and set up your Facebook Ads Manager
- [ ] Add your Facebook pixel to your landing page (if doing paid ads)

PR + INFLUENCERS

- [ ] Create your Media Hit List*
- [ ] Rank your Media Hit List by connection, relevancy to you, and audience size

NURTURING AND GROWING YOUR AUDIENCE + BUILD AWARENESS

- [ ] Create 5-10 pieces of content to share*
- [ ] Send one email every 1-2 weeks to your growing email list
- [ ] Post on social media regularly

AT LEAST 2-3 MONTHS BEFORE

AUDIENCE BUILDING

- [ ] Build your email list
- [ ] Get out to networking events
- [ ] Start pitching to the media (closer to 2 months away)
- [ ] Send an email to your network revealing your project
- [ ] Open a Facebook group for your launch (optional)

CROWDFUNDING PAGE

- [ ] Start to create your crowdfunding video
- [ ] Write out your reward packages*
- [ ] Get professional video + lifestyle product shots
- [ ] Create video content to show proof that your product works
- [ ] Create an Indiegogo and Kickstarter account (to compare)
- [ ] Pick your crowdfunding launch platform

MANUFACTURING AND FULFILLMENT

- [ ] Confirm Minimum Order Quantity with Manufacturer
- [ ] Confirm cost to develop and product product
- [ ] Determine what your public goal will be on Kickstarter/Indiegogo

FACEBOOK ADS

- [ ] Turn on Facebook Ads and start to test different audiences

2-6 WEEKS BEFORE

CAMPAIGN PAGE

- [ ] Finalize your campaign pitch video
- [ ] Write your story and campaign page copy
- [ ] Finalize your rewards + early-bird pricing*
- [ ] Build your crowdfunding page
- [ ] If Kickstarter, two weeks before, submit your project for approval
- [ ] Create your campaign tagline and compelling headline focusing on why your project is unique and beneficial for the backer
- [ ] Send a survey out to your audience to confirm which features they are most excited for

PAID ADS

- [ ] Scale your ads to quickly build your email list to the size you need

AWARENESS

- [ ] Ramp up how often you are posting on social media
- [ ] Build more buzz with your audience by releasing sneak peek content
- [ ] Follow up with influencers that agreed to cover your launch OR haven't replied yet
- [ ] Reconnect with those in your network that agreed to help spread the word

10-DAY COUNTDOWN

- [ ] Tell everyone (including your email list) your official launch date
- [ ] Continue to pitch and follow up with influencers and media
- [ ] Incentivize your audience to buy on the first day
- [ ] Start posting countdown graphics to social media accounts

EMAIL COMMUNICATION

- [ ] Email your list 7 days, 3 days, 48 hours and 12 hours before

CAMPAIGN LAUNCH

TO GO "LIVE"

- [ ] Live stream your launch using Facebook Live, Instagram Live, or YouTube Live
- [ ] Press the "LAUNCH" button
- [ ] Once you're live, tell everyone. Rinse. Repeat
- [ ] Happy Funding :)

BACKERS

- [ ] Send an update to your backers after the first 24 hours and thank them for their support
- [ ] Send updates twice during the first week
- [ ] Keep on top of your customer support and campaign comments

Toolbox

01 Email Service Provider

02 Landing Page Builder

03 BONUS: Welcome Email Sequence

01 ACTIVE CAMPAIGN

EMAIL SERVICE PROVIDER

Cost: Starting at $17/mo for 1,000 subscribers. They have a handy pricing scale on their site so you can budget your costs as you grow past 1,000 subscribers.

Benefits: Easy to use, great if you're new to email automation, high deliverability rate. It's perfect if you're just starting out and it grows with you.

Why do you need an email service provider (ESP)?

- Collect leads for your brand and business
- Send targeted emails according to people's interests and behaviors
- Keep your audience engaged, share value, and notify them when you're launching a new product

If you're a physical products brand, I recommend plain text emails rather than graphics-heavy email templates because readers respond better to a plain text email that looks like it personally came from you. In my experience, this will get you higher engagement and conversions.

TRY ACTIVE CAMPAIGN »

02 CLICKFUNNELS

LANDING PAGE BUILDER

Cost: Starting at $97/mo for their Start-up Plan (all you need!). If you're into more advanced e-commerce, you can check out their other pricing plans.

Benefits: Super easy to use, extreme customization of any landing page template.

Why do you need a landing page builder?

- Create high-converting landing pages and email opt-in pages with ease
- Centralized spot online where you can collect leads for your brand and business
- Unless you're a coding wiz, landing page builders let you get up a landing page up in as little as 30 minutes

What if I have an existing website?
>> You can build a separate page on your domain that houses product information for your upcoming launch.

What if I want to try a lower priced landing page builder?
>> Other popular options (starting at $29/mo) are SquareSpace and Wix

Why Clickfunnels?

When it came to designing pre-launch landing pages it was so easy to add elements, drag and drop sections, and make it look like I paid someone thousands of dollars to design it. Clickfunnels comes with landing page templates. Clickfunnels also comes with product launch templates so I was able to design ours with ease.

TRY CLICKFUNNELS FREE FOR 14DAYS »

DISCLAIMER

I personally use this software, so when you use the above link, I receive a referral fee.

Sample Landing Page

SAGO mini



Sago Mini Pillow Playsets™

This throw pillow unfolds into a play kitchen and comes with props for imaginative play! When it's tidy-up time, it all folds back into a pillow. Receive up to 30% when we're live!

Part pillow. Part toy. The first playset of its kind.

Your Email Address Here...

Reserve your discount now



TRY CLICKFUNNELS FREE FOR 14DAYS »

03 Welcome Email Sequence

BONUS

When someone subscribes to your landing page they are joining your email list. The welcome sequence is an email sequence your prospect gets over the course of their first week on your email list. What's its goal? To educate and build a relationship with your prospective customers. Below is a real example from the Jamstack campaign that raised $368K on Indiegogo.

Email 1 Welcome to the Jamstack family!

Welcome to the Jamstack family!

Over the next couple of weeks, we're going to send you updates as we get closer to our Kickstarter launch, early November.

Between now and then you can expect...

Behind the scenes footage, access to me directly, and when we're ready to launch we're going to send you instructions for how you can grab our early bird pricing (40% off regular price).

In the meantime...

Thank you, really, from the bottom of my heart.
Four years ago I got the idea for Jamstack. Now finally with your help, we're going to make it a reality.

Over the next few days, I'm going to send you over a little more information so we can get to know each other a little better.

Forever yours,

Chris Prendergast
Founder, Jamstack

PS. When it comes to playing electric guitar, what's your #1 frustration?

Email 2 **The beginning**

Hello!

Yesterday, you signed up for Jamstack's early bird list.

I can't say it enough... I'm so stoked to have you on this journey with me.

Jamstack has been a dream of mine for the last four years.

After I became frustrated with the time delay between, wanting to play electric guitar, and the time it took to set up and get started...

I knew there had to be a better way.

After all, I was a busy guy and had to squeeze in playing wherever/whenever I could.

I began building custom guitars with built-in speakers and phone mounts and eventually settled on a modular solution.

It was an early, very ugly version of Jamstack.

It was so ugly that in our teaser video, we covered it up with a cardboard box.

Yes, it was ugly, but using it was way better than I could have hoped for and now I'm finally really to bring it to guitar players around the world.

I have thousands of dollars in guitar equipment and the Jamstack is by far my favorite way to play.

Since we're using Kickstarter to bring it to life, we wanted to have a full working prototype before we launched to make sure we can really show you what Jamstack can do.

We've partnered up with a local design firm here in Toronto to bring Jamstack to life.

As of now, here's a photo of the fully-functional prototype:



To see how people would react to the Jamstack, we got a few local musicians together to try it out.

You can see their reactions in our teaser video

Now, I created the Jamstack from MY frustrations playing with what's currently available.

But, I'm curious...

What frustrates you with your guitar equipment?

Let me know! You can reply directly to this email.

Keep jamming,

- Chris

Email 3 But it's the same as what's already out there! Or is it?

The most common question I get asked is "how is Jamstack different from other portable amps that are already available?"

Simple. Where other amps give you portability, they give you the limited capability to the sound you can change.

Jamstack was intentionally designed to connect with any smartphone, creating a truly digital experience built into a lightweight amp that connects to the base of your guitar.

If you're passionate about layover tracks, want to riff to your favorite tune, want to record yourself playing, or just use it as a simple app -- now you can do everything.

One of my absolute favorite things about the Jamstack is it's completely wireless apart from where it connects to your smartphone and electric guitar.

Part of creating a strong campaign is making sure we answer any of your questions.

With that in mind... Do you have any questions about...

Compatibility, battery life, weight, capability, colors, etc....?

If you do, please hit reply and let me know! I'm just an email away and would love to help relieve any confusion you may be having :)!

Speak soon!

-Chris

Appendix

Validate your product

Product validation is imperative to make sure you're not the guy (or girl) with hundreds of units of product you can't sell sitting in your garage. This step is the first thing you should do as soon as you get an idea you want to pursue. Make sure someone will buy your product. Don't wait to launch your campaign to validate your idea. Do this first BEFORE investing time, money, and emotional energy.

Customer Avatar

One of the many reasons campaigns fail is improper product positioning, meaning not understanding your audience. Make sure you're putting together a powerful sales pitch by understanding your audience. To do this, you must first create an assumed customer avatar, or description. Define who you think your customer is then go out and test these assumptions.

Customer Interviews

Once you've created a customer avatar you want to look around your network and identify anyone that fits the bill. Grab a coffee or get on a call with them for 15 minutes to ask them about their experience dealing with the problem your product solves. For example, if it's weight loss, what's their history like with trying to lose weight? What have they tried? Why hasn't it worked? The goal of the interview is to learn more about your customers' fears, challenges, and ultimately what they want. This will help you frame your product in a way that communicates what they need.

Feature and Benefit Statement

Deals with the "what's in it for me?" that gets people to pay attention to your product offering.

[Example: Collapsible/Compact -- It fits into any carry on, gym bag, or backpack when you travel]

The feature is bolded and the benefit statement follows. The feature describes your products capabilities or features. The benefit is how that feature will directly improve the customers' life. When highlighting your features be sure to include how it's relevant to the customer.

Welcome Email Sequence (See 03 Bonus in the Toolbox section)

When someone subscribes to your landing page they are joining your email list. The welcome sequence is a 4-part email sequence your prospect gets over the course of their first week on your email list. What's its goal? To connect with your potential customers, share how the product came to be (with a story that matters to your ideal customers), and why it's different from what's already out there.

Media Hit List

Because you're pitching multiple media outlets and influencers it's a great idea to keep your communication with them organized on an excel spreadsheet. To stay organized, I like to rank the media list based on relevancy to my campaign. I use an A, B, C system. The higher the relevance (audience size, similar audience), they get prioritized (A's).

Content Creation

The average creator spends at least 3-6 months preparing for their crowdfunding campaign (if they don't, they should). During this time, when you're building your audience and awareness for your brand, it's important to stay top of mind. To do this, when we manage launches, we encourage clients to produce multiple teaser videos, blog posts, infographics, or anything relevant to their product we can use to generate additional interest.

Facebook Group

A powerful tool we've used to increase engagement in our audience is to invite them to join a private Facebook Group. Facebook groups act as your brand ambassadors and feedback team.

Reward Packages

The pricing tiers you include on your campaign page. People will have the choice to choose the tier they want. They are designed to give the backer something in exchange for their pledge. It's recommended you offer 6-8 for your campaign and start with early bird pricing to incentivize backers to pledge on the first day of your campaign.



Next steps: Let's connect!

@khierstyn

@khierstyn

khierstyn

khierstyn.com

#*Launch*Guide

What's next?

Want this guide customized to your unique situation?

I want to help you build your custom product launch blueprint.

I will do a free Launch Blueprint session with you to help you get clarity on what your product launch goals are, and how you're going to get there.

To schedule this, all you have to do is go to khierstyn.com/schedule and select a time that fits your schedule.

This Launch Blueprint session will help you get clarity on the strategy needed to get your product into the hands of people all around the world.

Not sure whether this is a fit?

No problem! Reach out to our team at support@khierstyn.com and let's talk!

Khierstyn Ross

3 MONTHS BEFORE LAUNCH

SUN	MON	TUE	WED	THR	FRI	SAT
1 *Start collecting emails	2	3	4	5	6	7
8	9	10	11 Send email update to your list	12	13	14
15	16	17	18	19	20	21
22	23	24	25 Send email update to your list	26	27	28
29	30	31				

2 MONTHS BEFORE LAUNCH

SUN	MON	TUE	WED	THR	FRI	SAT
1 Start pitching media + influencers	2 Open up Facebook group	3	4	5	6 Hire videographer and start working on video	7
8	9	10	11 Send email update to your list	12	13	14
15	16	17	18	19	20	21
22	23	24	25 Send email update to your list	26	27	28
29	30	31				

#LaunchGuide

30 DAYS BEFORE LAUNCH

SUN	MON	TUE	WED	THR	FRI	SAT
1	2 Campaign page + rewards finalized	3	4 Send email update to your list	5	6	7
8	9	10	11	12	13	14
15	16 Submit campaign to Kickstarter for approval	17	18	19	20 10-day launch countdown sequence starts!	21
22	23	24	25	26	27	28
29	30	31 LAUNCH!!!				

#LaunchGuide