



A Printable List of the 11 Lessons from the Largest Crowdfunding Launch in History

*This is an extra resource to go along with the original article:
[11 Lessons From the Largest Crowdfunding Launch in History](#)*

- ★ “The copy should be able to stand on its own.”
- ★ Incentivize email subscriptions with rewards and capitalize on the fear of missing out.
- ★ Create a call to action that reiterates the incentive.
- ★ Get specific with the goal(s) for your pre-launch campaign.
- ★ Commit to frequent A/B tests.
- ★ Optimize your “Thank You” page with the opportunity to increase the discount based on referral activity.
- ★ Identify and engage your rockstar referrers.
- ★ Use automated email to send a timely message.
- ★ Create a shareable image as part of your pre-launch campaign.
- ★ Craft pre-written social media messages and emails.
- ★ Add social proof along with a photo when possible.