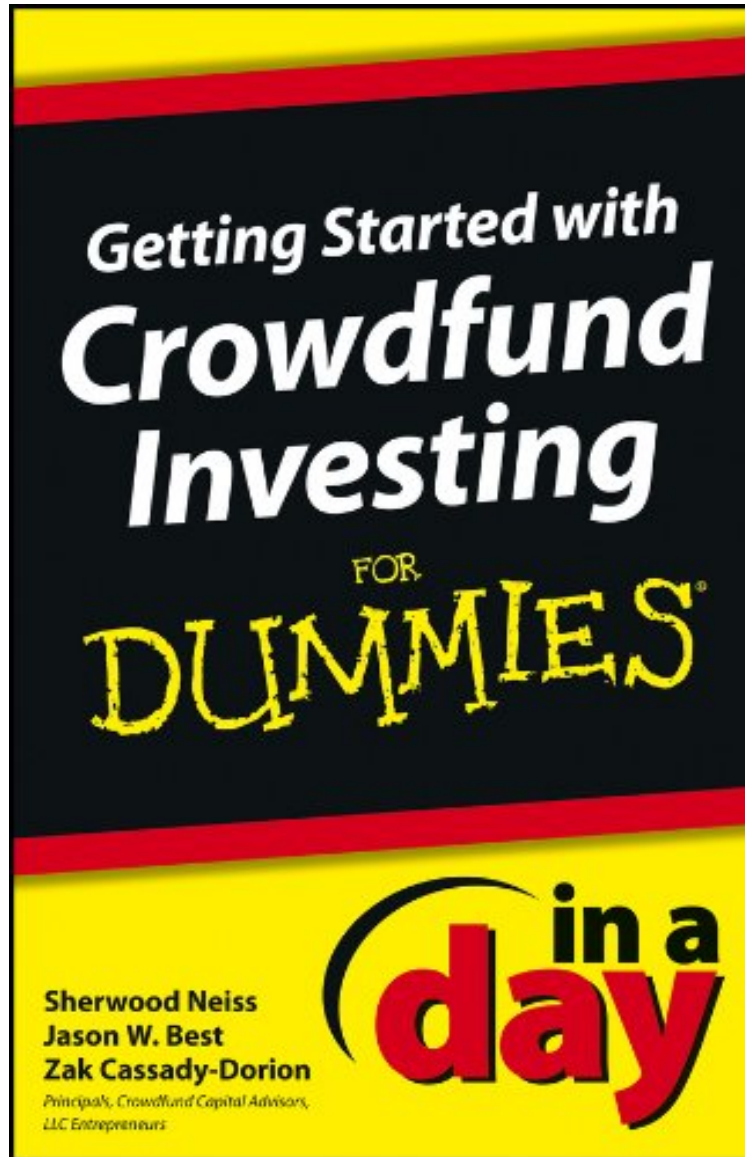


## Getting Started with Crowdfund Investing In a Day For Dummies

*Sherwood Neiss, Jason W. Best, Zak Cassady-Dorion*  
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**Sherwood Neiss, Jason W. Best, Zak Cassady-Dorion : Getting Started with Crowdfund Investing In a Day For Dummies** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Getting Started with Crowdfund Investing In a Day For Dummies:

1 of 1 people found the following review helpful. It's an easy read that gives valuable insights into a complex subject. By Paul M. Niederer Crowdfund investing is a complex subject. I've run an investor funding portal for five years and explaining how it works has always been difficult. When I saw this title I thought, this may assist me in doing this ... and it does. Written by pioneers in this field the book takes the uninitiated by the hand, explains the

context of where equity/investor crowdfunding fits in and then shows how you can do it yourself. In addition you gain access to a website that has lots of resources to assist. I particularly liked the way the following statement was developed. 'Crowdfund investing sits at the intersection of social networking and community capital'. The book shows how you can utilise social media to both build your campaign and in convincing people that you have the credibility to deliver what you are promising. It's an easy read that gives valuable insights into a complex subject.

Getting Started with Crowdfund Investing In a Day For Dummies shows small business owners what they can do now to prepare for crowdfund investing since the signing of the 2012 JOBS Act into law. It includes an overview of how crowdfunding came about; the steps you can take to get ready for CFI once it is available, and ways you can make your company or business project attractive to investors. The origins of the JOBS Act; Working within the legal standards and processes for the business and investor side of crowdfunding; Requirements for investors, internet-intermediaries, and small businesses; Shopping for the best crowdfund investing platform This e-book also links to an online component at Dummies.com that extends the topic into step-by-step tutorials and other content including: advice and articles on how to find a startup worth funding; information on the future of crowdfunding; pros and cons of Crowdfunding; an exclusive Part of Tens; chapter; and more.