

James Renouf and Jeremy Kennedy here.

The crowdfunding landscape is changing at a ridiculously fast rate. It has morphed. It has changed. You must therefore view it differently.

From the beginning crowdfunding was and is an explosive concept. Let people share their ideas and products and see if other people want to fund it. From really creative beach coolers “the coolest cooler”, new computer games, to innovations on water balloons. You name it there are really cool inventions being thought up and creating a potential massive audience and real businesses. Many times to the tune of millions of dollars.

I can tell you that I love crowd funding. I saw the potential years ago and created a product about it. I knew it would be huge. It was a disruptive technology and thought process. However, for a long time I like most people was a casual observer of this new way of business. Maybe you have watched television shows like shark tank where a group of business people see products pitched to them and they potentially give a bunch of money to see it through. Sounds great but…you are not an inventor. Maybe there are other reasons why you didn't get in the game but usually it is just that you don't have a new idea.

That was where my head was at for a long time. I see the million dollar campaigns and I wanted a piece of that action. Like most people I would browse the crowdfunding sites once in a while or hear about a product that went viral. Oh look a cool jacket with a ton of pockets!!! That is cool.

I found myself buying a lot of these products.

That is when things started to get a little weird. I started buying products that I thought were super cool. I felt almost like I was getting a little buzz from buying this stuff. Did you ever experience that? That is a feeling more and more people are getting on these sites. I always wondered why some people watched the home shopping network. I felt a little bit like one of those people on these crowd funding sites. They buy the products and get a good feeling from it. I don't normally get that kind of feeling when I buy something on Amazon although many products are comparable. It just doesn't have that cache or coolness factor of buying something on a crowdfunding site.

Then this is when my mind was blown. I bought what I thought was a really cool set of speakers. It was neat and I enjoyed buying it. Then a friend of mine saw my speakers and said oh those are cool. Thanks I said. I bought them on a crowdfunding site. He said oh yeah? Well you know they have had stuff like that out for a while now. My heart kind of sunk for a second. I lost my buzz from buying that product real quick. All of a sudden I was taken

aback for a moment. My whole view on crowdfunding shifted and I looked at it in a totally different way.

Yes there are people that create amazing new products from scratch. I applaud them and love to see them succeed. Yes there are people that go on some crowdfunding sites and look to just raise money for themselves. Maybe they need money for a trip or a wedding. I get that and there is a place for that also.

For me however the beauty of this was for a different reason. I realized that I just discovered a new Amazon, EBay, Shopify, etc. all rolled up into one. That along with having a rabid audience that loves to buy products on these platforms. It was a revelation. The fact was I didn't have to come up with the next one in a million great new idea of the year. I could instead focus on execution and strategy rather than luck or brilliance.

One of my favorite marketers Gary Halbert once said that if he was a hamburger salesman he wouldn't be worried so much about his restaurant location or how good his burger was. His advantage

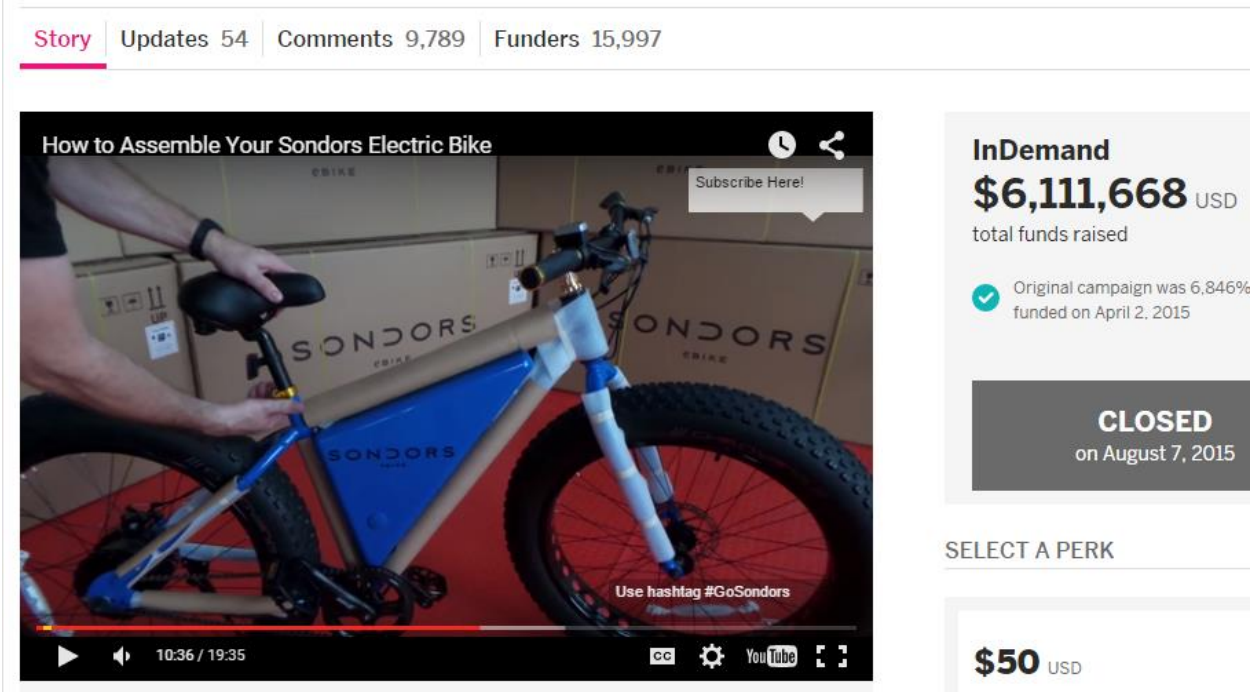
and what he wanted was a STARVING CROWD. That is what crowd funding is to me. It is a massively growing audience to the tune of millions of people that buys stuff that is on that platform by the truck loads. Period.

If you can bring to them a product you have the potential to have a huge business. That is the key. Bring them a product. Facilitate. The thing is you don't have to be the person that created the product. There are millions of products out there at your disposal to sell from sites like alibaba and globalsources. You can name your price and make a profit on it. **You just need to get it in front of the right crowd.**

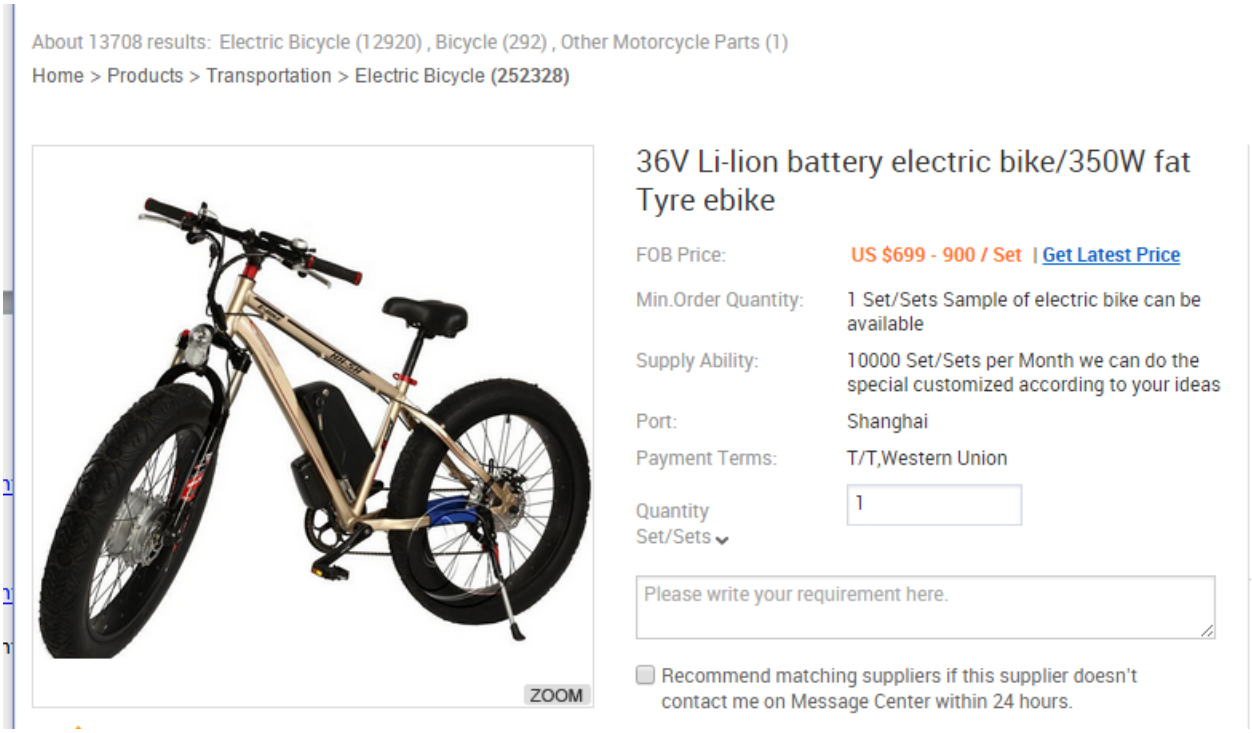
Let us look at some crazy examples that will make this innovative concept and strategy hit home.

Here we have an electric bike sold on indiegogo.com

It raised over $6 million dollars. That is a nice chunk of change. I don't know anything about electric bikes. For the rest of my life I probably would not be able to come up with the concept for an electric bike, pay for the patents, hire engineers, put thousands of dollars of investment into it and HOPE that it would sell on a crowdfunding site. I have seen and heard so many horror stories of people that risked their life savings into an idea and it tanked.



However what if you had access to this type of product from the beginning. When you go to a site like alibaba.com and globalsources.com you see that there are all kinds of these bikes already in existence. See below for example.

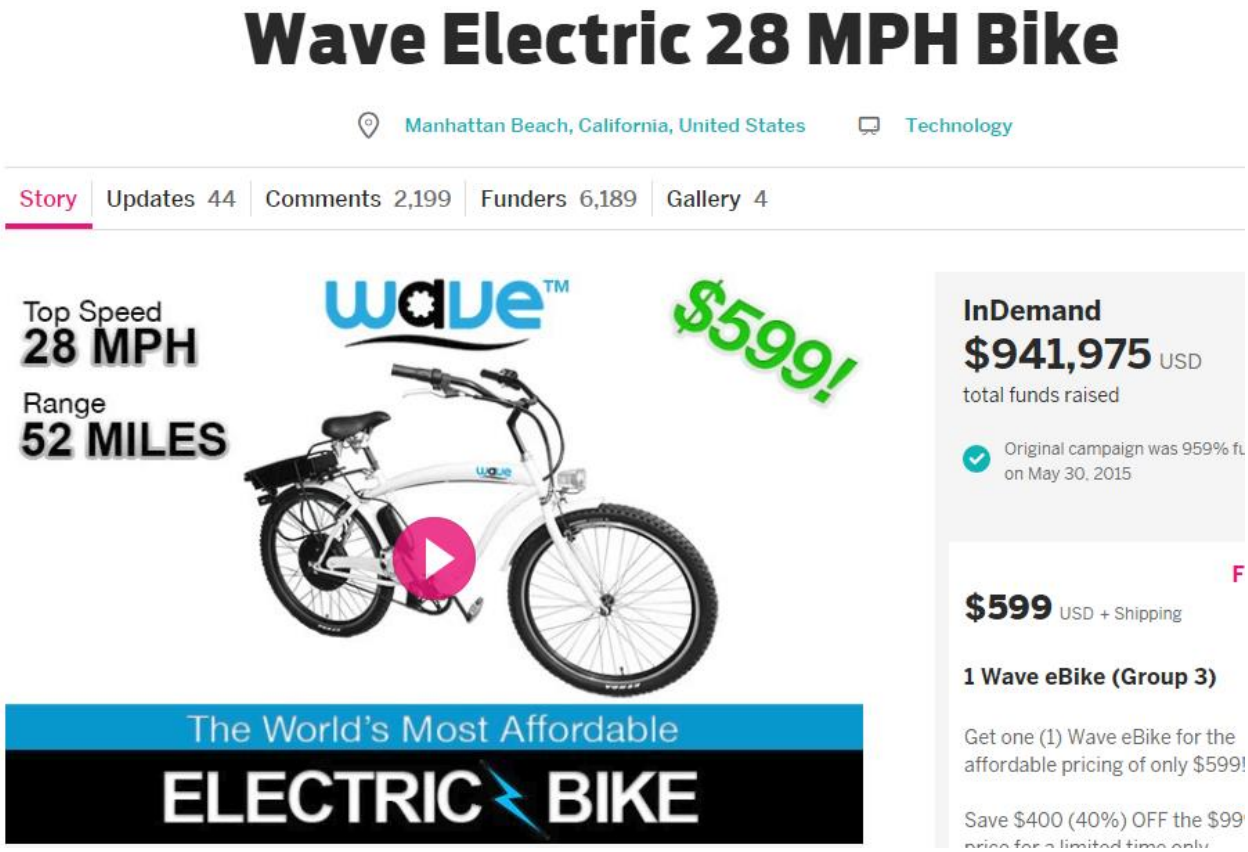


Here we have an electric bike. Seem familiar? This is not such an innovative concept after all. It is just that the people that had this campaign had the cojones to put this type of product out there.

You could have done the exact same thing.

In FACT someone did just that! In my opinion they saw the huge success from the first campaign and did their own electric bike listing.

This electric bike did over 900,000 in sales



Is this second electric bike a brand new concept that has never been done before? Clearly the answer is no. There was already an electric bike on crowdfunding sites and there were electric bikes in existence before being put on crowdfunding. The point being electric bikes were not invented on crowdfunding sites. There is a subtle presupposition by the majority of people buying from crowdfunding sites that this is a brand new product.

I am not saying you need to have a crowdfunding campaign with an electric bike. What I am saying is that there are millions of products available for wholesale to you from sites like alibaba and global sources. You peruse those sites and find a product that you think is cool. Make a listing on crowdfunding sites and see if the demand is there. You set the price and make a profit. You think every person that puts up a product on a crowdfunding site is literally sitting at home and making the products? Hell no. They are outsourcing and getting companies in China to make it for them. It is ridiculous the opportunity that is there. Here exists a tremendously huge multibillion dollar industry begging to buy

your products with you having the access to millions of products. The majority of consumers simply do not know about sites like Alibaba. You make sure you reach your goal for let's say 100 backers to get you the 100 products that you want to sell from the outsourcer or whatever number you decide on. You simply merge the two platforms. You hook up the consumers with the producers and make your money. These crowdfunding sites if you have never used them are dead simple and take about as much time to create as a nice EBay listing. Put a video up on them talking about the product. If you don't want to make the video yourself outsource it on Fiverr for $5. Tell what the product is about and ask the price you want for it. That in essence is all you're doing.

You can also take it a step further. If you want many of these products can be modified. Put your own name on it and whitelable it. Get the manufacturers on the outsourcing sites to make a slight modification. In other words you have several choices. Sell literally the products that are on the crowdfunding site. Sell the same product but ask the manufacturer to private label it (in other

words put your name on it). Thirdly ask them for a slight design change and have something that is totally unique. It is up to your own imagination. That is the beauty in this. You have so many options. Remember these products are already created. You can easily email the manufacturers and negotiate the price. They will tell you the price but with a little back and forth typically they will lower the price.

Wow look at this! A power cable. Isn't that exciting? Never have seen something like this before ☺. Apparently close to 5,000 backers thought it was worth shelling out close to 200 k for it. Hmmm I wonder if there was ever something out like this before?

i10 Power Series Cable. The Last Cable You Will Ever Need.



Strongest iPhone/Android Cable Made, 6 Ft, Steel Encased, Nylon Braided, MFI Certified iPhone Cable. Backed with a Lifetime Warranty.

Pre Order Now

Created by

i10 Accessories

4,952 backers pledged $167,411 to help bring this project to life.

Oh this looks familiar



It is all a matter of marketing. This cable is great for x, y, z reasons. It is just like buying soda. It is all sugar water but some people like Coke vs. Pepsi for whatever reason. You are a marketer. Put some nice language as to why your cable is so cool. The colors, the design, the material. Sell that sizzle. I heard a story one time of a beer manufacturer that talked about how great its filtering process was for its beer. Their sales went through the roof. Turns out that filtering process was used by all breweries. They just made it a feature and promoted it. When you create the

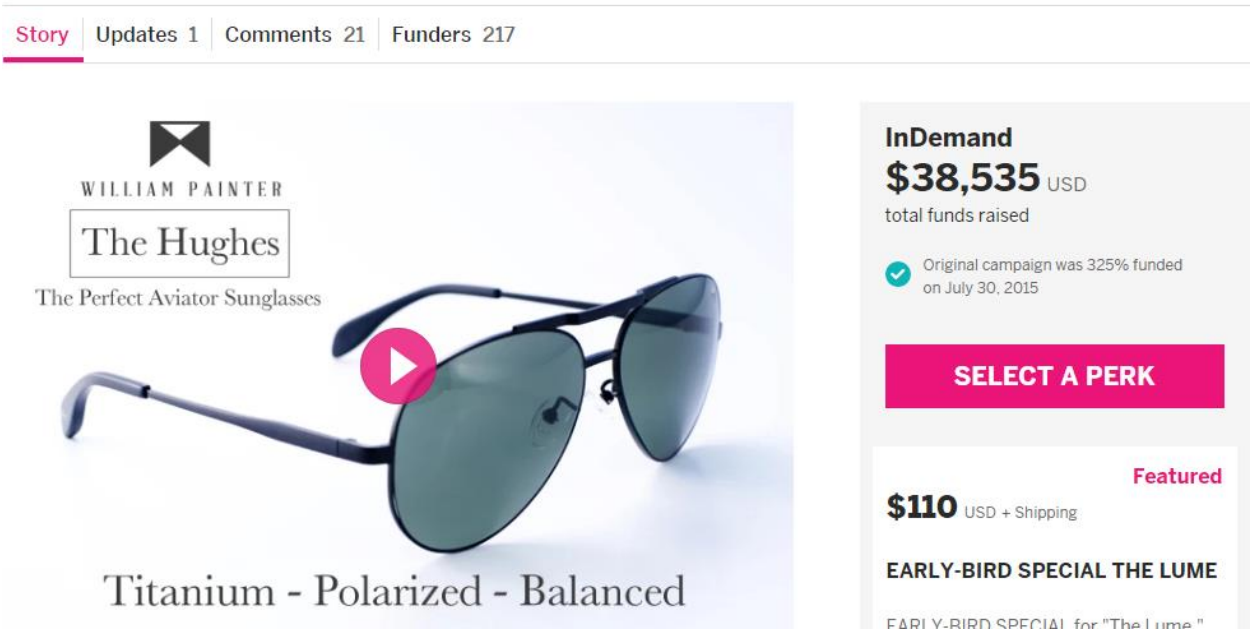
listings it is just like writing a sales page. You talk up your product. Do you understand the potential?

Here is such a beautiful part of this strategy. Let's just say you chose usb cables. You put up your listing and that one doesn't stick. People are not into it. Oh well! You never had to buy your inventory anyway. So many people literally risk their livelihood on ONE idea. That is a huge deterrent for people. They are scared and I understand why. Now that fear goes away. You can test many ideas without risk of ANY loss. You have completely eliminated risk. That has never happened before in this game. Only buy the inventory once you have met the goal that YOU set! Maybe that was $20,000 in orders costing $3 apiece. Meanwhile you got the product for a $1 for example. You set the price that you want to sell it for and obviously make it so that it is more than the cost. You make the profit in the middle. You get the money from the backers then pay the manufacturer. You get paid first! No inventory. If you don't reach the goal that you set and are

comfortable with to make your profit, then you don't have to fulfill anything.

When you sell a lot of these it can move you into selling into amazon and to retail stores and having a large business outside of crowdfunding just with one product. Or maybe you want to treat this like product launches and just keep putting these out and dealing only with crowdfunding sites. Throw it at the wall and see what sticks. It is fun and potentially massively rewarding.

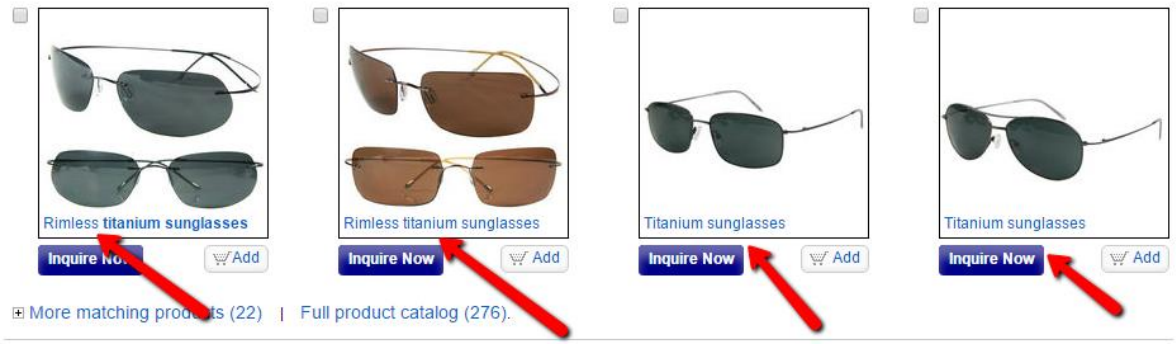
OOH look at this. Titanium sunglasses. That sounds cool. I want one. They took in close to 40K with a VERY simple listing.



Oh actually there are tons of them already available ready for you to buy wholesale from manufacturers? Yes there sure is. Can you put your name on it and give it a fancy name? It may take you 5 seconds to come up with a neat name. So crazy.

My glasses are different. They are not “polarized”. They are rimless AND titanium! People eat this stuff up. Why? Because it is on crowdfunding. I put these glasses up on eBay and people may or may not buy them. I put them up on crowdfunding and they can be the new hotness.

From a quick search for titanium glasses on globalsources



I hope you are seeing the trend. The examples and possibilities are endless. Now you know why you should be so hyped on this. The

potential is there for all of us! This is so dead simple. Anyone can do it. However right now in this special point in time most people don't understand how easy this is and how it can be done. Again they see the opportunity but feel they must be an inventor and for some reason cannot do it. At the same time people have figured this arbitrage strategy out and are making this happen. I am so happy to bring this to you and let you know that there is room for YOU.

Cool a really small Bluetooth headset. Too bad I am not smart enough to invent something like that and make close to $400,000

Story | Updates 12 | Comments 248 | Funders 3,724 | Gallery 12



InDemand

$385,550 USD

total funds raised

Original campaign was 1,257% funded on September 9, 2015

SELECT A PERK

$59 USD + Shipping

EARLY BIRD SPECIAL - Dot MONO

Oh wait they have tiny Bluetooth headsets already? Who would have thought?

global sources
Reliable exporters: find them and meet them

Products | Enter English keyword to search products | Search

Search Options

Path: All Categories >> Mobile Electronics >> Mobile Phone Accessories & Parts >> Mobile Phone Headsets & Handsfree Kits >> Bluetooth headsets – Update me on new products



Share:

Mini **Bluetooth Headset**, Smallest Size, CVC Noise Reduction, Lightweight, with Power Bank

Bluetooth Headset Manufacturer

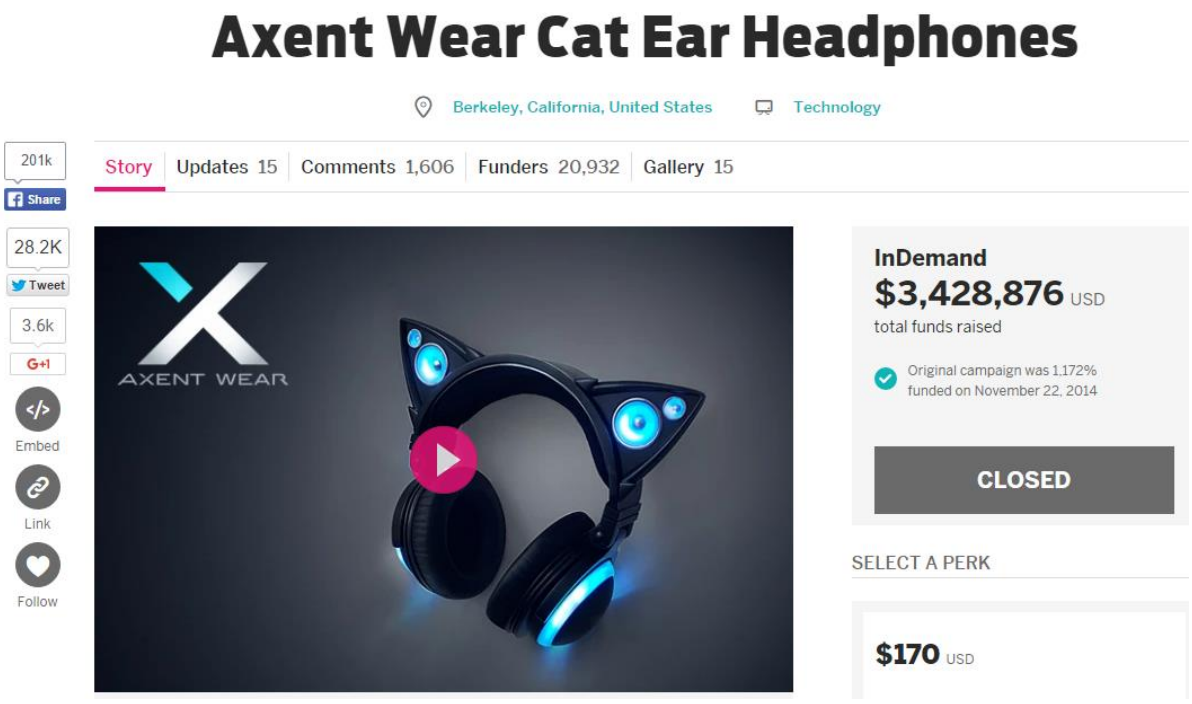
Shenzhen EnJoYou Electronics Co. Ltd | Follow Me

★★★★★★ | 1st year | Verified Supplier

Inquire on This Product | Request Sample | Chat | Add to Basket

Model Number:	BT-09
Brand Name:	ENJOYOU
Min. Order:	1000 Pieces
FOB Price:	Get Latest Price
Country of Origin:	China (mainland)

You can also take things to a whole new level. For example look at the below for example that took in over 3 million dollars



This is a set of headphones that look like a cat. Not really that cool if you ask me but apparently people thought it was worth at least $3 million. To make a big example using this specific case a product like this may or may not be available on global sources or Alibaba. However, it shows you that there is a huge market out there. Just like with the electric bike example. You can go on

Alibaba and look up headset manufactures. You can get them to send you a prototype that is similar with a few modifications. You put a new name on it and see how well your version will do. If it takes off ok get it made. Maybe you have a similar experience of the other electric bike and make something like “only” $500,000. Maybe you make less. The point is the path was already laid out in front of you on the crowdfunding site to show you that there is a market there worth millions of dollars for a headset about a cat. Maybe you make headphones that look like a dog’s ears. Let your imagination run wild. It is fun. That is the point. The thing with crowdfunding that differs from IM is that the creators of crowdfunding projects are so relatively low in numbers. When I come out with a new product I have someone making a similar version of it and putting it out usually within the month. Typically there are several people doing their own version. With crowdfunding you don’t see copy catters that much that mooch off of creative people. The fact is if you see something take off you have a real opportunity to capitalize off of that by creating your

own version and I recommend it. If someone comes out with Coke and smashes it there is nothing wrong with you coming out with your Pepsi. No one is going to say this is similar to this other product. They are either going to buy or pass on it. It is as simple as that. A lot of times when they see your “new” product they had no idea that the other product even existed.

Have fun with it. Make marketing and money making fun again. This product shows you that it is being done and that you can do it too.

Either choose an existing product, modify an existing product or make your own version of a product that was already made. There is no reason that you cannot get into the game.

We have explained this new multi-billion dollar business that you can now access with simple strategies. It does not get much simpler than this.

At the same time make sure that you take some time and market. Look at other crowdfunding listings if you have not been in the

game before. Look at indiegogo.com every day for example and see how the listings are being written. Get ideas for a video. Look at how they are promoting their campaigns. Do a little research.

When you feel strongly about a product make YouTube videos. Make a Facebook fan page. Run some Facebook ads to people that are interested in that particular niche. Do a blab.com on the product. Periscope about it. Create PR articles. The point being do everything you can to promote your page using multiple sources not limited to the previously mentioned traffic generators. Yes you can just slap it on the crowdfunding site and it may take off. But why leave it to chance? Why not spend some time and take it seriously. If you are for real on making this happen then you need to tell the world about how great your particular item is. With a little work and a little buzz things can really get going. Most people sadly are just too lazy to make even a minimum amount of effort to bring some traffic to their offer and that is why they fail. Many crowdfunding campaigns that succeeded were successful not so much because the product was so good but because it had

buzz and people like the story or the copy on the crowdfunding site. It has to be fun. In a sense you have to look at your item as entertainment in that you are bringing the buyers pleasure. The more fun you make it and the more you put into it the more you will succeed.

Get in the game and make it happen. Others are so why not you? The answer is you can do it!

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