



Warbranch Press, Inc.

Publishing picture books for children and adults since 1998

*www.warbranchpress.com*

# Publishing a Children's Picture Book Using **KICKSTARTER**

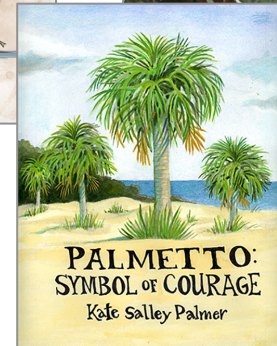
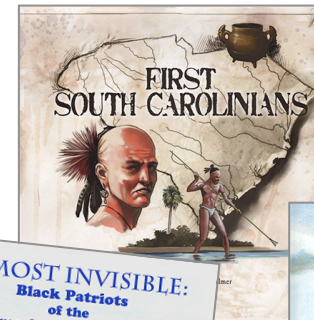
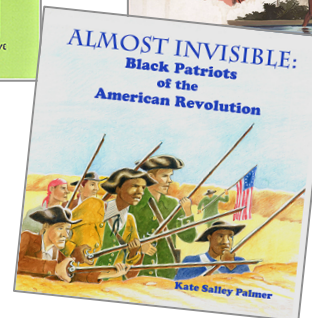
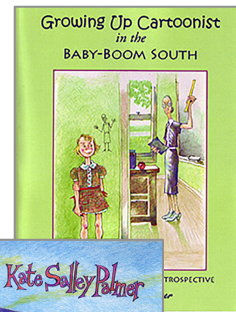
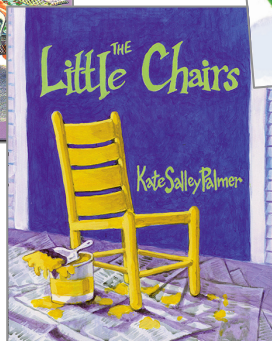
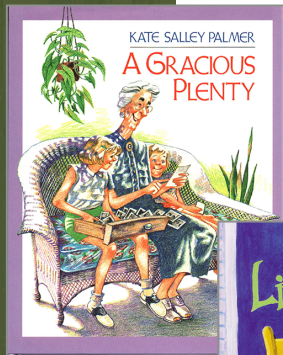
by Kate Salley Palmer  
and  
Salley Palmer Ouellette

May 18, 2014 | 3:40-5pm



# About Warbranch Press

- ✧ Small, Family Publisher based in Clemson, SC
- ✧ Family...
  - Kate Salley Palmer
  - Jim Palmer
  - James Palmer
  - Salley Palmer Ouellette
- ✧ Story Picture Books & SC History Picture Books

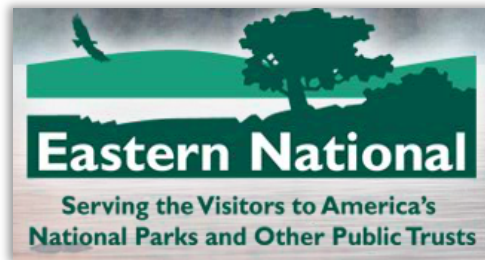


# Our Retailers and Distributors

## ✧ *Retailers (examples):*

- Preservation Society, State House Gift Shop, Mast General Store, Upcountry History Museum, Palmetto Moon, Hub City Bookstore, The Edisto Bookstore, Fiction Addiction... and many others!

## ✧ *Our Distributors...*



# The Kickstarter Story

- ✧ Salley: Looking for some new projects
- ✧ Kate: has some great poems
- ✧ Christmas season coming up
  
- ✧ *I HAVE AN IDEA!!*



# Crowdfunding Basics

## ✧ Four Types of Crowdfunding:

- Donation-based
- Lending-based
- Equity-based
- Project/Reward-based

## ✧ **Kickstarter is Project/Reward-based**

- *“Relational Mediators that act as intermediaries between supply and demand replacing traditional intermediaries such as record companies, publishers, and venture capitalists.”*



## Webpage Screenshots

### Staff Picks: Food

See all 305 Food projects



#### 'Cooking with Granny' Web Series

by Caroline Shin

A 10-episode web series in which awesome grandmas teach how to cook traditional dishes from their cultures

Food New York, NY

58% funded \$6,439 pledged 145 backers 3 days to go

- Art
- Comics
- Dance
- Design
- Fashion
- Film & Video
- Food**
- Games
- Music
- Photography
- Publishing
- Technology
- Theater

Clemson, SC [Change city](#)

[See all](#)



#### J. Adam Broome's E.P. PROJECT!!

by J. Adam Broome

After YEARS of planning & promoting & your requests for NEW MUSIC, it's time! My friends & supporters are the only reason I'm here!!

Easley, SC

20% funded \$1,340 pledged 20 days to go



#### Tandem Creperie and Coffeehouse

by Brad and Kristen Hartman

Help us open Tandem, a creperie and coffeehouse in downtown Travelers Rest, South Carolina.

Travelers Rest, SC

70% funded \$8,853 pledged 5 days to go



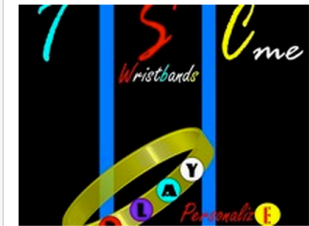
#### Home Brewers to Nano Brewers Equipment Project

by Shay Yates

The fund will be used to purchase Commercial Grade Equipment to help an Award Winning Brewing Team move forward into Commercial Brewing

Inman, SC

0% funded \$3.00 pledged 11 days to go



#### TSCme wristbands. Hand drawn images, creative designs, toys.

by Omar

Created by a Father and daughter. TSCme bands allow you to represent any cause by collecting and creating your own sayings! Hand drawn.

Spartanburg, SC

0% funded \$0.00 pledged 12 days to go

# Other Notable Crowdfunding Sites

1. Indiegogo.com (project-based)
2. RocketHub.com (project-based)
3. GoFundMe.com (personal fundraising)
4. Razoo.com (for causes rather than projects)

## What You Need to Know:

- What are the fees and how are they assessed?
- What's the set-up process?
- What if I don't get fully funded?
- What happens if something goes wrong with my funded project?

# What We Learned:

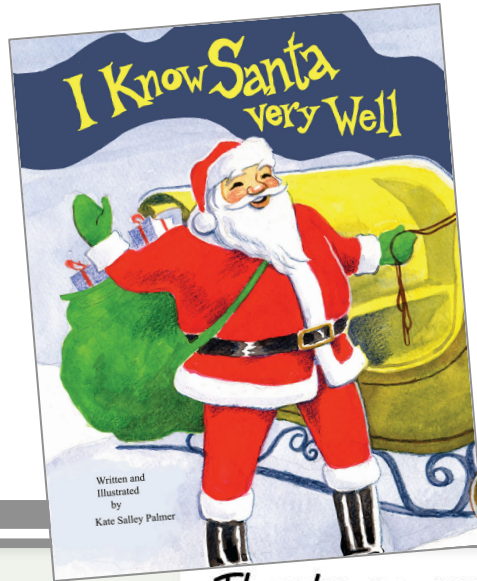
1. Be realistic with your goal.
2. VIDEO, VIDEO, VIDEO – not fancy, just real
  - *80% more likely to be funded with a video.*
3. Email Marketing & Social Media Integration.
4. Explain the payment process to potential donors. (**Amazon | PayPal | Others**)
5. Keep in touch with your donors!



# What We Learned:

6. Have some nice rewards – don't expect for your project to be a "favorite."
7. The project should look finished or almost finished prior to raising the funds – people want to be sure they're going to get their rewards!
8. Back a project to experience the process for yourself.

# Thanks & Questions!



**59**

backers

**\$3,810**

pledged of \$3,500 goal

**0**

seconds to go

Funding period

Sep 4, 2013 - Oct 9, 2013 (35 days)

*Thanks so much for your pledges,  
feedback and continuous support  
throughout the Kickstarter  
Campaign!*

*We exceeded our goal and are  
delighted to announce that  
"I Know Santa Very Well" will be  
out by November 1<sup>st</sup>*



Rewards are getting boxed  
and ready for delivery!