

CROWD FUNDING IS REVOLUTIONIZING BOOK PUBLISHING & THE EXPERT INDUSTRY

HOW A MILITARY VETERAN RAISED \$453,803 IN PRE-ORDERS
IN JUST 45 DAYS TO FINANCE HIS BOOK & EXPERT BUSINESS



By Matrix Thompson
& Sarika Khambaita

Crowd Funding Is Revolutionizing Book Publishing & The Expert Industry

“How A Military Veteran Raised \$453,803 In Pre-Orders In Just 45 Days To Finance His Book & Expert Business ”

Written by Matrix Thompson & Sarika Khambaita

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Updated copy of this ebook is available at <http://www.fanrewardsnetwork.com>

CROWD FUNDING & THE EXPERT INDUSTRY – A MATCH MADE IN HEAVEN

John Lee Dumas, military veteran, author and entrepreneur is expediting the transformation of the book publishing & expert industry. With zero training as a book publisher and less than a few years delivering expert advice on his EOFire podcast (www.EOFire.com), Dumas has done the unthinkable. He has leveraged his military training to mobilize a team of illustrators, book marketers and related professionals to design, implement and deploy a Kickstarter crowd funding campaign that raised \$453,803 in just 45 days, breaking established self-publishing records.

John has clearly demonstrated his ability to set and meet goals; but, more importantly he has provided the best evidence that crowd funding is disrupting the book publishing and expert industry.

In fact, Tom Morke, a successful crowd funder in his own right, who raised \$13,163 on publishizer.comⁱ argued that crowd funding is an opportunity to get your biggest fans and supporters to rally around a single goal—while presenting authors with a reason to ask for support, contribution and viral sharing of their message.

It validates your book before you write it, creates eager anticipation and legitimizes your self-published book.ⁱⁱ

CROWD FUNDING & THE EXPERT INDUSTRY WERE MEANT TO BE TOGETHER

There is a huge list of similarities between the crowd funding industry, book publishing and the expert industry. Therefore, it should come as no surprise that an increasing number of experts including professional speakers, authors, life & business coaches—are now using crowd funding to pre-launch or commercially test the viability of their ideas.

CASE IN POINT, LET'S EVALUATE SOME OF TECHNIQUES USED BY CROWD FUNDERS & EXPERTS TO SUCCEED

This list includes standard industry practices of:

- Pre-orders;
- Multiple global product rollouts;
- Utilization of personal networks to drive awareness and sales;
- Activation of personal appearances including on air interviews;
- Use of video;
- Competitive pricing.

TECHNIQUES USED	CROWD FUNDERS	EXPERTS
Pre-sell products	Yes	Yes
Create multiple products for global distribution	Yes	Yes
Require personal network to succeed	Yes	Yes
Top sellers have active, engaged social media following	Yes	Yes
Most successful are articulate with great personality	Yes	Yes
Video presentation is an important success factor	Yes	Yes
Most successful sell products that are under \$100 in price (with \$30 being the average)	Yes	Yes
Require great writing skills (or great support team) to tell an effective story	Yes	Yes
Leverage the media, social media networks and bricks & mortar events to tell a story	Yes	Yes

CROWD FUNDING IS NOT A FAD

In fact, it is argued that Crowd Funding will soon replace author advances and further empower readers.ⁱⁱⁱ

For example, Matt Gartland, Winningedits.com argues, "Indie authors are flocking to sites that allow them to create fundraising pages for their book projects. It's a beautiful and simple idea: have your readers fund your next book directly in

exchange for intimate access to the process as well as exclusive goodies available at various pledge levels.

Gartland cited several examples to support his arguments including Frank Chimero who raised \$112,159 USD from 2,109 backers to fund his "[The Shape Of Design](#)"^{iv} project and Robin Sloan, who raised \$13,942 USD from 570 backers to fund "[Robin Writes A Book](#)"^v.

EXPERIENCED AUTHORS ARE EMBRACING CROWD FUNDING

In July 2012, Seth Godin an established author of 18 titles was one of the first authors to embrace crowd funding. At the onset Godin had modest goals of \$40,000 and reached out to his loyal fan-base to pledge funds to bring "Icarus Deception" to life before it was finished and ready for distribution. With the support of 4,242 backers, Godin raised \$287,342 in 30 days.

SUCCESS STORIES DO NOT END AT ROBIN SLOAN, SETH GOLDIN NOR FRANK CHIMERO

In fact, as indicated earlier, the greatest success story in indie publishing may be credited to a Kickstarter campaign underway—at the writing of this ebook with the launch of [John Lee Dumas' "The Freedom Journal"](#).

AS OF FEBRUARY 22, 2016, JOHN LEE DUMAS HAS RAISED \$453,803 ON KICKSTARTER

For those not familiar with his work, John Lee Dumas is an American entrepreneur, military veteran and podcaster based in San Diego. He is the founder and host of EOFire, a daily podcast that interviews entrepreneurs 7 days a week.

Through EOFire, Dumas has produced over 1,200 episodes and EOFire generates over 1.2 million unique listens each month.



In January 2015, Dumas had an idea to create the Freedom Journal, a faux leather-bound journal to help individuals set and accomplish a goal in 100 days.

He subsequently partnered with Prouduct.com to produce the journal including sourcing the material, hiring a designer, illustrator and editor.

By September 2015 the Freedom team travelled to China to oversee the production and Brandon Adams, a crowd funding expert and Tom Morkes, book launch expert, were hired to prepare for a January 04, 2016 launch.



On January 4, 2016, Dumas launched The Freedom Journal via a Kickstarter campaign. It quickly became one of the most funded publishing campaigns in the history of Kickstarter, with over \$350,000 pledged in 33 days. By February 2016 the Kickstarter Campaign had exceeded \$453,803 in pre-orders of the Freedom Journal, obliterating Dumas' goal of \$25,000.

The campaign can be reviewed at <https://www.kickstarter.com/projects/eofire/the-freedom-journal-accomplish-your-1-goal-in-100/description>

BUT WHY WAS JOHN LEE DUMAS & THE FREEDOM JOURNAL KICKSTARTER CAMPAIGN SUCCESSFUL?

Well, simple. John Lee Dumas understood the fact that executing a successful crowd funding campaign is **HARDWORK**—that requires a plan and a team to ensure success. He understood the fact that success is predicated on many variables including great design, great idea, amazing rewards, ability to reach donors outside of his own personal network, consistent marketing and a little bit of luck. He implemented a strategy not only to inspire his own Fire Nation listeners

to take control of their lives and take their own Entrepreneurial leap, but he also took the following steps:

1. Researched, Vetted & Developed A Great Idea
2. Created A Winning Social Media Strategy
3. Found An Ubiquitous Product/Service With Great Appeal
4. Designed A Great Product: Produced A Great Video
5. Prepared A Helpful Media Kit
6. Created A Tiered Money Request Strategy (that did not request money immediately but gave donors a chance to evaluate)
7. Grew Interest Before He Closed
8. Communicated Often With Supporters & Kept It Personal
9. Appealed To His Existing Network Of Supporters
10. Appealed To Everyone Else With Great Rewards
11. Offered Complimentary Rewards
12. Targeted & Connected With Business Supporters
13. Secured Partnerships That Enhanced Value Offered Supporters

IN ACHIEVING KICKSTARTER SUCCESS JOHN LEE DUMAS (THE FREEDOM JOURNAL) HAS DEMONSTRATED THE IMPORTANCE OF NETWORKING

Crowd funding success is driven by ones' ability to reach into his or her personal network and encourage supporters to share campaign related messages. In fact, the crowd funder that is most successful in convincing internet users, social influencers and media companies to share, will win.

John Lee Dumas and his team have demonstrated an affinity for networking—as well as an embrace of this essential crowd funding skill. The campaign has received tremendous support from the expert and business community. As an example, a short list of entrepreneurs that have supported the Freedom Journal Kickstarter campaign either through donations or social media shares has been listed below.

This list is proof positive that Dumas knows what he is doing and the lessons learned from military service and through the organic growth of EOFire further reinforces his credibility and authenticity.

The Freedom Journal has been supported by:

- Adam Franklin, www.bluewiremedia.com.au
- Akshay Nanavati, www.existing2living.com

- Alyson Lex, www.rockyourmarketing.com
- Amber Vilhauer, www.insightfuldevelopment.com
- Amy Porterfield, www.amyporterfield.com
- Ana Hoffman, www.TrafficGenerationCafe.com
- Andrew Warner, www.mixergy.com
- Andrew Lock, www.HelpMyBusiness.com
- Andrew Pickering and Peter Gartland, www.andrewandpete.com
- Andy Drish, www.thefoundation.com
- Antonio Centeno, www.realmenrealstyle.com
- Ash Ambirge, www.themiddlefingerproject.org
- Austin Netzley, www.austinnetzley.com
- Brandon Allen, www.newworkrevolution.com
- Bryan Harris, www.videofruit.com
- Brian Horn, www.authorityalchemy.com
- Chandler Bolt, www.self-publishingschool.com
- Charlie Patel, www.juicetank.com
- Chloë Thomas, www.eCommerceMasterPlan.com
- Chris Ducker, www.chrisducker.com
- Cloris Kylie, www.cloriskylie.com
- Corey Poirier, www.coreypoirier.com
- Dan Norris, www.dannorris.me
- Dan Miller, www.48days.com
- Danny Flood, www.openworldmag.com
- Darryl Lyons, www.paxfinancialgroup.com
- Dave Arnold, www.davearnoldspeaks.com
- David Hancock, www.MorganJamesPublishing.com
- Deri Llewellyn-Davies, www.BGISstrategyonaPage.com
- Dino Watt, www.dinowatt.com
- Dwight Peters, www.BackersHub.com
- Elisa Doucette, www.craftyourcontent.com
- Eric Siu, www.Growtheverywhere.com
- Farnoosh Torabi, www.farnoosh.tv
- Faye Kitariev, www.coachfaye.com
- Gail Tolstoi-Miller, www.networkingkarmabook.com
- George Siosi, www.itwillco.me
- Glen Allsopp, www.viperchill.com
- Glen Stansberry, www.gentlemint.com

- Grant Baldwin, www.grantbaldwin.com
- Grant Weherley, www.grantweherley.com
- Gretchen Rubin, www.gretchenrubin.com
- Gwen Elliott, www.gwenelliott.com
- Hani Mourra, www.simplelivepress.com
- Honoree Corder, www.honoreecorder.com
- Isaac Jones, www.superhumanentrepreneur.com
- Ja-Nae Duane, www.ja-nae.net
- James Dalman, www.happyjoe.org
- James Scarmozzino, www.sunergeticproducts.com
- Jared Kleinert, www.jaredkleinert.com
- Jason Gracia, www.theexpertagency.com
- Jeff Korhan, www.jeffkorhan.com
- Jesse Tevelow, www.jtev.me
- Jill Stanton, www.screwtheninetofive.com
- Jo-Ná Williams, www.jawilliamsllaw.com
- Joel Boggess, www.relaunchshow.com
- Joel Comm, www.joelcomm.com
- John Spence, www.johnspence.com
- Justin Glover, www.results513.com
- Justin Williams, www.houseflippinghq.com
- Keith Bresee, www.thetraffic.ninja
- Kevin Tang, www.hyperlush.com
- Laura Yates, www.laurayates.org
- Laura Wallace, www.worxgraphicdesign.com
- Liam Austin, www.smalltoday.com
- Lisa Manyon, www.writeoncreative.com
- Lisa Kozich, www.crockmoms.com
- Maggie Patterson, www.maggiepatterson.com
- Mark Asquith, www.excellence-expected.com
- Matt Kepnes, www.nomadicmatt.com
- Matthew Turner, www.thesuccessfulmistake.com
- Michael Port, www.michaelport.com
- Michael Levin, www.businessghost.com
- Michael O'Neal, www.solopreneurhour.com
- Michele Spiezza, www.bespoke-app.com
- Mike Goncalves, www.thewellnessbucket.com

- Mike Mallory, www.waveborn.com
- Monika Kanokova, www.mkanokova.com
- Monique Williams, www.moniquewilliams.co
- Nancy Gaines, www.nancygaines.com
- Natasa Denman, www.ultimate48hourauthor.com.au
- Nathan Chan, www.foundrmag.com
- Nick Stephenson, www.noorosha.com
- Nick Loper, www.SideHustleNation.com
- Nicole Holland, businessbuildingrockstars.com
- Norm Bour, www.vapementors.com
- Pat Flynn, www.smartpassiveincome.com
- Patrick Roche, www.thinktankcoworking.com
- Paul Colligan, ThePodcastReport.com
- Phyllis Khare, www.phylliskhare.com
- Ray Edwards, www.rayedwards.com
- Rich Brooks, www.takeflyte.com
- Richie Norton, www.richienorton.com
- Rick Mulready, www.rickmulready.com
- Roberto Candelaria, www.sponsorshipbootcamp.com
- Russell Brunson, www.dotcomsecrets.com
- Sai Blackbyrn, www.doubleyourdatabase.com
- Sara Davidson, www.hellofearless.com
- Sara Hathaway, www.authorsarafhathaway.com
- Sarah Jones, www.ntrovertedalpha.com
- Scott Oldford, www.scottoldford.com
- Scott Voelker, www.theamazingseller.com
- Sean Ogle, www.seanogle.com
- Selena Soo, www.s2-groupe.com
- Shawn Manaher, www.bookmarketingtools.com
- Srinivas Rao, www.unmistakablemedia.com
- Stacey Alcorn, www.LAERRealty.com
- Stephanie O'Brien, www.movedbypurpose.net
- Steve Kamb, www.nerdfitness.com
- Steve Olsher, www.steveolsher.com
- Sunny Bonnell, SideHustleNation.com
- Susie Harrison, www.pencilsofpromise.org
- Suzanne Evans, www.suzanneevans.org

- Tanya Smith, www.tanyasmithonline.com
- Tim Paige, www.leadpages.net
- Toby Jenkins, www.bluewiremedia.com.au
- Todd VanDuzer, www.desertanvas.org
- Tom Ziglar, www.tomziglar.com
- Tony Loyd, www.cultureshift.com
- Vincenzo Landino, www.vincenzolandino.com
- Will Mbok, www.mybodyofknowledge.net
- Yamile Yemoonayh, www.CreativeWebBiz.com
- Yaslynn Mack, www.mackagencyonline.com
- Yifat Cohen, www.gplusgotogal.com

JOHN LEE DUMAS WAS ABLE TO ACHIEVE SUCCESS BECAUSE HE FOLLOWED A FORMULA THAT INCLUDED THE FOLLOWING:

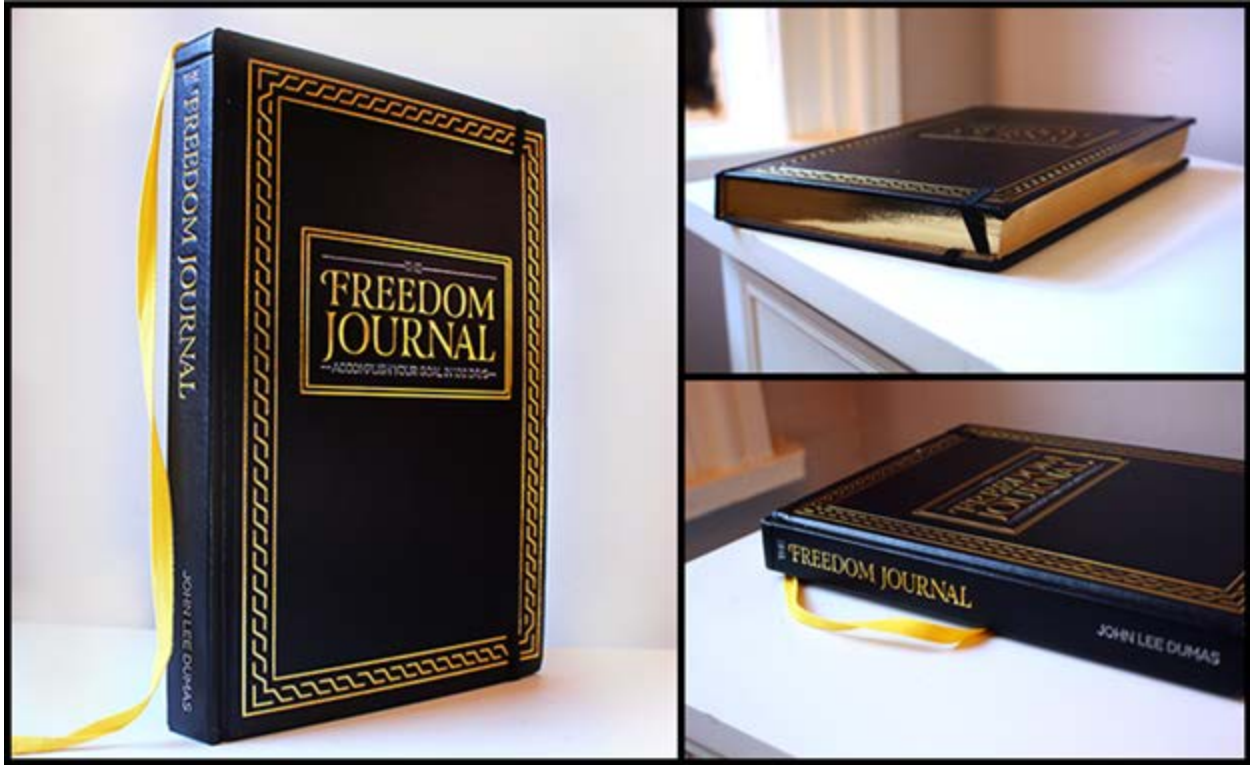
1. RESEARCHED, VETTED & DEVELOPED A GREAT IDEA

As the founder of EOFire, Dumas learned quickly that one of the top sources of frustration for entrepreneurs or small business owners is their inability to set goals and accomplish them. Powered by a large network of small business owners that listen to his EOFire podcast, Dumas set about to:

- Create the Freedom Journal to solve a major problem of his listeners;
- Help his listeners to set S.M.A.R.T. goals;
- Provide his listeners with a unique step-by-step system to ensure they accomplish their goals.

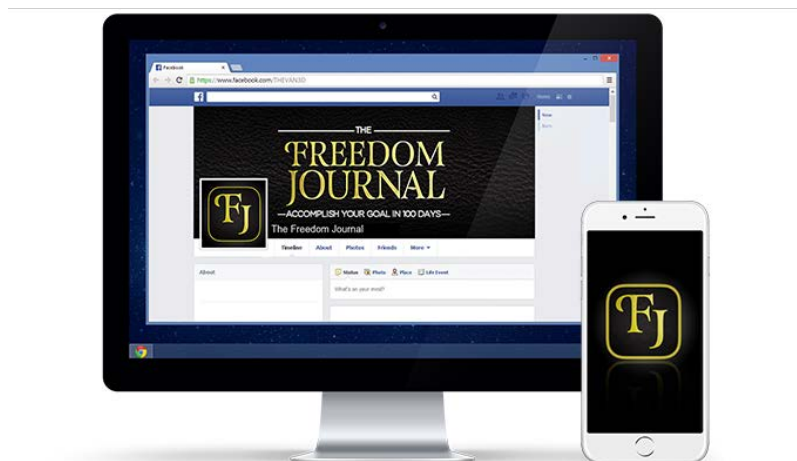
In essence, John Lee Dumas wasn't attempting to sell his supporters something they don't want, but rather offered them something they **NEED**.

Secondly, unlike most unsuccessful crowd funders that ask for money first—and develop the product second, John Lee Dumas rolled up his sleeve. He researched his product and performed all necessary due diligence. He found a designer, an illustrator as well as an editor. He sourced a manufacturer and only after the product was produced with some packaged books in inventory did he reach out to the crowd funding community for financial support. In other words, Dumas was prepared—exuded credibility and his supports rewarded him with donations—quickly.



2. CREATED A WINNING SOCIAL MEDIA STRATEGY

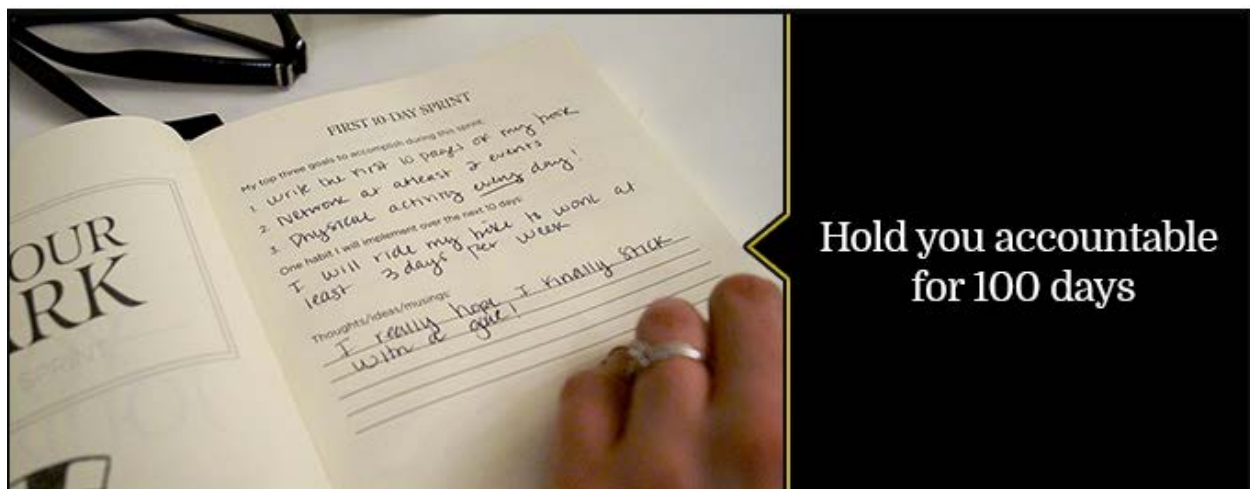
John Lee Dumas created a winning social media strategy that included active retweeting, collaborative sharing by business supporters and an active Facebook fan page that offered exclusive benefits to donors contributing \$17 or more.



3. FOUND AN UBIQUITOUS PRODUCT/SERVICE WITH GREAT APPEAL

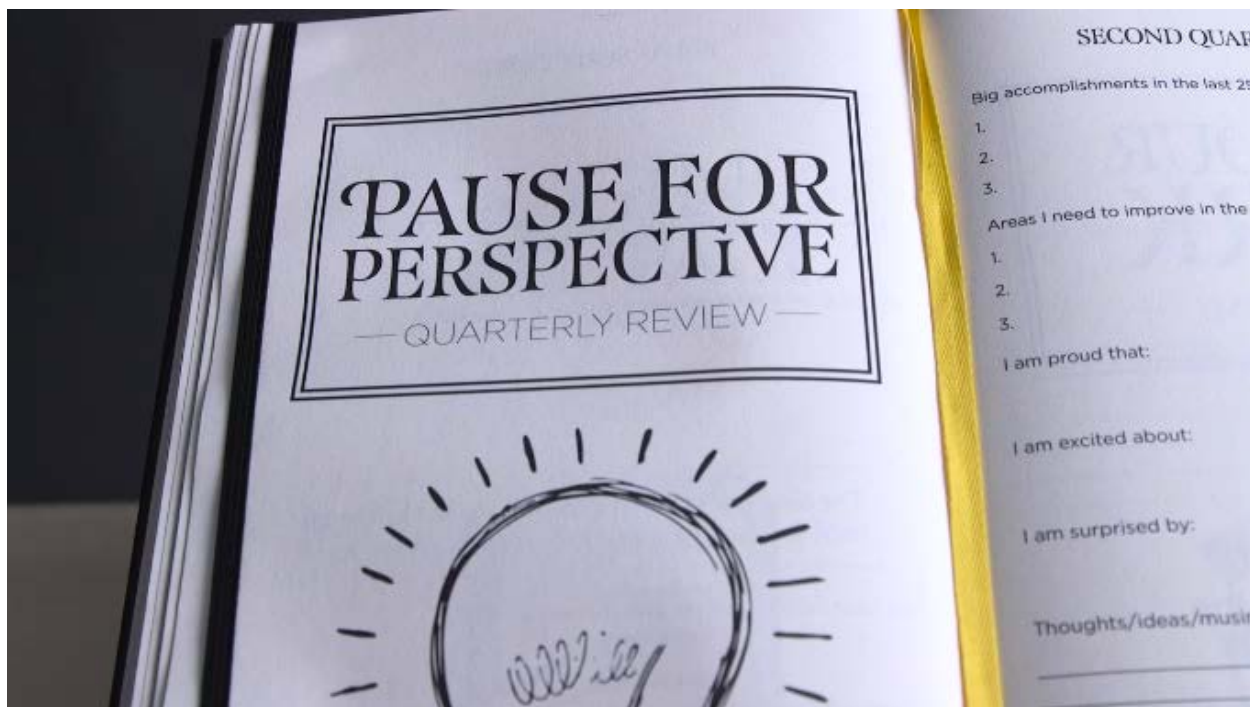
Like Donald Trump and Bernie Sanders, John Lee Dumas tapped into a segment of the U.S population that is frustrated. Yes, it is true, anger and frustration permeates American society. Americans are angry at their leaders and their employers; but, most appear to be frustrated with themselves for not implementing strategies to improve their lives and businesses. In fact, according to Quinnipiac University National poll released August 13, 2015, "A total of 71 percent of American voters are "dissatisfied" with the way things are going in the nation today, including 41 percent who are "very dissatisfied". Only 2 percent are "very satisfied," with 26 percent "somewhat satisfied."

John Lee Dumas has cunningly found a way to channel the anger fueled by Donald Trump—and has applied it to positive pursuits, namely to help individuals, entrepreneurs and small business owners to achieve their goals.



4. DESIGNED A GREAT PRODUCT: PRODUCED A GREAT VIDEO

Powered by a great idea, a great product and a receptive target market—John Lee Dumas and his team created a commercially viable product that includes a printed journal, a mobile phone app, ebooks and a user-friendly website and a social media presence.



5. PREPARED A HELPFUL MEDIA KIT

John Lee Dumas was very successful at securing media publicity for his Kickstarter crowd funding campaign because he not only hired a professional crowd funder in Brandon Adams; but, he also hired Tom Morkes, a book launch & public relations expert who helped him to create a media kit.

This investment made it easier for journalists to quickly and effectively review and, or write about the “Freedom Journal” Kickstarter crowd funding campaign. In fact, the beautiful high resolution images you see illustrating this case study was pulled directly from Dumas’ Kickstarter campaign landing page. This page also played host to videos, testimonials and related content and was instrumental in the “Freedom Journal” Kickstarter campaign receiving national press from:

FEATURED ON



6. CREATED A TIERED MONEY REQUEST STRATEGY (THAT DID NOT REQUEST MONEY IMMEDIATELY BUT GAVE DONORS A CHANCE TO EVALUATE)

John Lee Dumas created a tiered money request that allowed potential donors who were not quite ready for the 100 day challenge (the 'rallying cry' behind the "Freedom Journal") to review the "Freedom Journal" with just a \$2 or more donation. In addition, Dumas offered individuals or small business owners free business listing on the EOFire.com website in return for their support. You can review the list at <http://www.eofire.com/share/>.

7. GREW INTEREST BEFORE HE CLOSED

Preparation for the "Freedom Journal" began as early as January 2015 when John Lee Dumas forged a strategic partnership with Proud.com to source material, source suppliers, designed and assisted in the production of the journal. This alliance led to joint venture promotions including collaboration on the "Freedom Journal" Kickstarter campaign and even an endorsement on the Proud.com website. Needless to say this wasn't the only relationship Dumas secured to prepare his supporters in advance of requesting funds—and is a main reason why he successfully raised the crowd funding amount he requested.

8. COMMUNICATED OFTEN WITH SUPPORTERS & KEPT IT PERSONAL

In addition to direct commenting on Kickstarter, John Lee Dumas managed an active Facebook and Twitter page to communicate with supporters. By backing the “Freedom Journal” Kickstarter campaign at \$17 or higher, donors gained access to exclusive content and received support and guidance from John Lee Dumas and other amazing Entrepreneurs.

The Freedom Journal Mobile App users also accessed inspirational quotes; daily and nightly reminders to accomplish tasks and one-click social sharing of progress.

9. APPEALED TO HIS EXISTING NETWORK OF SUPPORTERS

EOFire podcast listeners were major supporters of the “Freedom Journal” Kickstarter Campaign. This should come as no surprise as the journal was designed for the very audience that tunes in each month to the EOFFire podcast.

10. APPEALED TO EVERYONE ELSE WITH GREAT REWARDS

John Lee Dumas was able to reach non-supporters of the EOFFire podcast by targeting Americans and international listeners that are frustrated by their inability to achieve goals. Clearly, this was effective as the Kickstarter campaign exceeded its target by more than \$425,000.

11. OFFERED COMPLIMENTARY REWARDS

To reward potential donors who were not quite ready for the 100 day challenge, John Lee Dumas came up with his own version of “Shareware” by offering an editable or fillable PDF of the first 30-days of The Freedom Journal for a donation of \$2 or more.

12. TARGETED & CONNECTED WITH BUSINESS SUPPORTERS

John Lee Dumas did not rely exclusively on individual consumers to pledge their financial support. As the producer and host of the EOFFire podcast Dumas was able to reach millions of small business owners. To engage his listeners to support the Kickstarter crowd funding campaign, Dumas leveraged the EOFFire podcast to offer the following rewards:

- John Lee Dumas joined small business donor on his/her own EOFFire Podcast and shared podcast with his “Fire Nation” when the interview was complete;
- Small business donor received a feature episode on the EOFFire podcast;
- John Lee Dumas appeared as a keynote at event produced by a donor.

13. SECURED PARTNERSHIPS THAT ENHANCED VALUE OFFERED SUPPORTERS

John Lee Dumas forged strategic partnerships with a number of businesses and experts including Proudcts.com, crowd funding expert, Brandon T. Adams who offered 30-minutes of crowd funding consulting support.



"The Freedom Journal is a book that you must have if you want to accomplish your biggest goals! It has helped me accomplish my biggest goals of 2015. It's a must have for anyone"

Brandon T. Adams

Founder, University of Young Entrepreneurs

These relationships allowed Dumas to offer value-added benefits to business supporters, deliver a donor and customer experience he could not otherwise deliver on his own and extended his reach outside of his personal network.

THE TACTICS EMPLOYED BY JOHN LEE DUMAS—AND OTHER EXPERTS IS CHANGING THE BOOK PUBLISHING & EXPERT INDUSTRY FOREVER

In fact, some book publishers are even disrupting the crowd funding business model itself by integrating **social rewards technology** into their hybrid publishing and crowd funding platforms.

WHAT IS SOCIAL REWARDS TECHNOLOGY?

For readers not aware of the term—**“social rewards technology”** is an **Internet-based technology process**. The technology allows website owners, contest producers, content producers and mobile app developers to:

- reward individuals for sharing messages online and, or supporting ideas;
- transform random Internet users into self-replicating virtual sales people whose word-of-mouth advertising can be tracked and rewarded to an infinite level.

The technology was created by combining traditional affiliate marketing technology with social media or web 2.0 enabled content management & content distribution systems. By applying social rewards technology to the book publishing, crowd funding, social media on-demand content and user-generated content business models business owners can:

- Share royalties with crowd funders when they back crowd funding projects;
- Automate the process of sharing (text, photo, audio and video content) with millions of Internet users, journalists, bloggers & rss feed subscribers;
- Track all content shared (including crowd funding press releases and general announcements) on social media and the general Internet and assign credit to the user that initiated the transaction;
- Reward social media users with points (redeemable for cash & prizes), a share of crowd funding commissions, book sales, mobile app sales, advertising, e-commerce, membership, software licensing, consulting and related revenues.

SOCIAL REWARDS TECHNOLOGY IS EMBRACED BY CROWD FUNDERS & BOOK PUBLISHERS

There are four great diverse examples of businesses that have accepted social rewards technology in the book publishing industry and expert marketing industry. The first example is Matrix Investments Inc, a technology enabling company that develops hybrid social rewards technology with applications for crowd funding, book publishing & expert marketing. The second example is the Universal Love Order, a start-up expert marketing company—based in Florida, United States. The third example (Pentian) can be found in the Spanish-speaking world and is developing hybrid digital publishing and social rewards-based crowd funding solutions. The fourth example is the Motivation Radio Network, a 24 hour radio network dedicated to showcasing expert content.

LET'S BEGIN WITH MATRIX INVESTMENTS INC

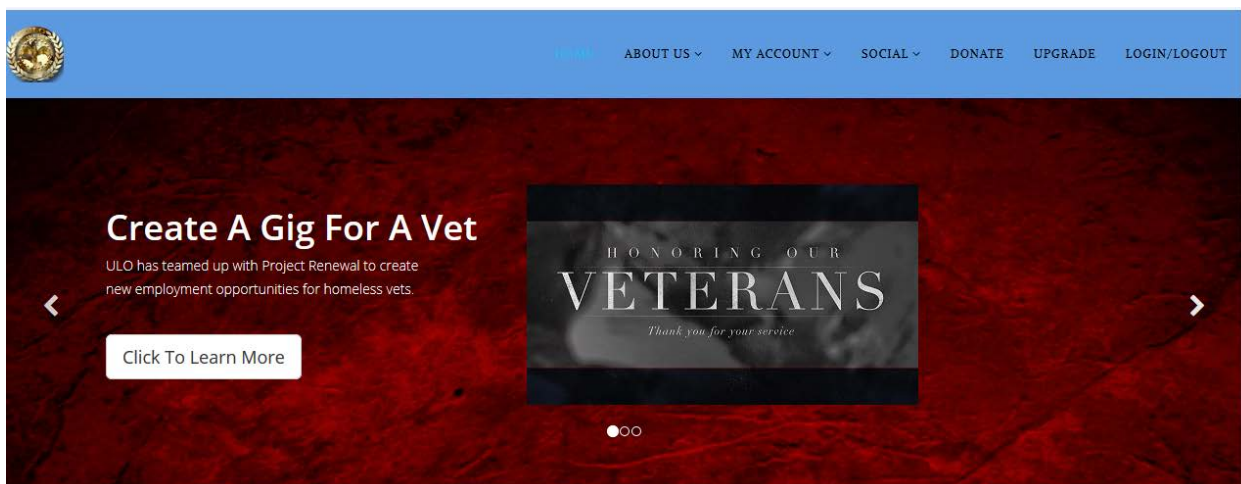
As a matter of full disclosure, Matrix Investments Inc is a social rewards technology licensing company, the parent company of the Pamper Me Network and the publisher of this ebook. Matrix Investments Inc developed its brand of social rewards technology with the understanding that crowd funding backers should be rewarded for helping crowd funders to build their fan and donor network. Its solutions make it easy for crowd funders to:

- add articles, news releases, special offer announcements and related content to a database or content management system (CMS);
- motivate supporters and, or backers to share any message on social media;
- earn lifetime social rewards or social royalties on net commissionable earnings from donations, advertising, ecommerce, product sales, technology licensing and related revenues.

Unlike the major crowd funding portals including Indiegogo, GoFundMe and Kickstarter, Matrix Investments Inc's is committed to leveraging social rewards technology to create lasting long-term relationships with crowd funders, crowd funding portals, donors and entrepreneurs and in doing so introduce a new generation of opportunity seekers to crowd funding.

To learn more about social rewards technology please visit http://www.fanrewardsnetwork.com/index.php?option=com_sppagebuilder&view=page&id=90&Itemid=974

UNIVERSAL LOVE ORDER IS LEVERAGING SOCIAL REWARDS TECHNOLOGY TO BUILD A GLOBAL NETWORK OF FAITH-BASED LEADERS INCLUDING AUTHORS & PROFESSIONAL SPEAKERS



Founded in January 2013, with the primary focus of uniting people inside international markets, the Universal Love Order (ULO) is a "universal" movement dedicated to sharing love and wealth for social change. ULO has built an online community that integrates crowd funding and social rewards technology—and leverages it to help create opportunities for faith-based leaders, authors, motivational speakers, life and business coaches. Specifically, ULO members share up to 12.5% of

net commissionable earnings realized from crowd funding donations and related transactions realized on the ULO website. You can learn more about ULO at <http://www.universalloveorder.info>

PENTIAN IS LEVERAGING SOCIAL REWARDS TECHNOLOGY TO REVOLUTIONIZE DIGITAL BOOK PUBLISHING



The Publishing Revolution books | how it works | distribution and sales | blog

**THE CROWDFUNDING PLATFORM THAT
ALLOWS EVERY READER TO BECOME A
PUBLISHER.**

If you have a book to write, or if you want to support a particular project, sign up and join the publishing revolution



The third example is Pentian, a Madrid-based digital publishing company. Founded in 2004, Pentian began as a traditional publisher. As the ebook trend grew in 2009, the company expanded to offer self-publishing and subsequently combined its full-service self-publishing platform with crowdfunding.^{vi}

Consistent with the principles that drive social rewards technology, Pentian's platform, "allows authors to present their projects, lets backers pledge and support them and provides financial rewards to all involved once the books sell."^{vii}

Specifically, "Pentian's crowdfunding system allows individual backers to share royalties with the author. For a pledge of \$10, \$20, or \$50, donors may receive a signed copy of a book and, or a lifetime royalty paid as a percentage of future book sales proportion to their contribution amount."^{viii} Therefore, unlike Kickstarter, but consistent with the social rewards/social royalties formula, "Pentian offers royalties as a reward for early supporters". You can learn more about Pentian by visiting <http://www.pentian.com/>

MOTIVATION RADIO NETWORK IS LEVERAGING SOCIAL REWARDS TECHNOLOGY TO REWARD INDIVIDUALS FOR PROMOTING EXPERT CONTENT

The final company that has embraced social rewards technology is the Motivation Radio Network. The Motivation Radio Network (MRN) is a 24 hour internet radio

station dedicated to success and motivation. The network features great content from great speakers and celebrities including Anthony Robbins, Brian Tracy, Jeff Bezos, Donald Trump, Les Brown, Suze Orman, Sir Richard Branson, Steve Jobs, Ashton Kutcher, Bob Proctor, Brendon Bruchard and more. MRN's acceptance of the crowd funding business model and social rewards technology is multi-tiered. First, MRN works in partnership with Matrix Investments Inc, the Pamper Me Network and the Universal Love Order to build a global network of experts that have embraced crowd funding to presell their products. It provides a platform for experts that have engaged crowd funding to showcase their expertise to the world—drive book, ebook and related content sales as well as earn lifetime residual income for content sales. To learn more about the Motivation Radio Network please visit <http://motivationradio.rocks/dap/a/?a=680>

MORE GREAT ARTICLES & EBOOKS TO READ

If you would like to learn more about Crowd Funding and how it can be used to grow your publishing or expert business we encourage you to review the following articles and ebooks:

- [Where To Sell Your Successfully Financed Crowd Funding Projects Or Gadgets?](#)
- [How To Market Or Finance Your Crowd Funding Projects On A Shoestring Budget](#)
- [Crowd Funding Is The Next Best Hope For The Caribbean And The Rest Of The Developing World](#)
- [Crowd Funding Is The Greatest Con In History Or The Greatest Opportunity - What Do You Think?](#)
- [Submit Your Crowd Funding Services For Free Listing In Better Way To Crowd Fund Directory](#)
- [Crowd Funding Is The Greatest Con In History Or The Greatest Opportunity](#)
- [Social Networking Is The Greatest Con In History Or The Greatest Opportunity](#)
- [Who Is Winning The Social Media and Crowd Funding War: The Battle For Good Vs Evil](#)
- [DIY Crowd Funding Opportunity Kit](#)
- [DIY Crowd Funding Public Relations Kit](#)

- [101 + Websites And Media Outlets To Promote Your Crowd Funding Campaign Or Business](#)

ⁱ “Collaborate” Publishizer Crowd Funding Campaign, <https://publishizer.com/collaborate/>

ⁱⁱ Tom Morkes, <http://tommorkes.com/the-complete-guide-to-crowdfunding-your-book/>

ⁱⁱⁱ Matt Gartland, Author, <http://winningedits.com/crowdfunding-books/>

^{iv} Shape Of Design Kickstarter Campaign, <http://www.kickstarter.com/projects/30453381/the-shape-of-design>

^v Robin Writes A Book Kickstarter Campaign, <http://www.kickstarter.com/projects/robinsloan/robin-writes-a-book-and-you-get-a-copy>

^{vi} DigitalBookWorld.com, <http://www.digitalbookworld.com/2014/crowdfunding-for-books-pentians-self-publishing-model-expands-to-us/>

^{vii} DigitalBookWorld.com, <http://www.digitalbookworld.com/2014/crowdfunding-for-books-pentians-self-publishing-model-expands-to-us/>

^{viii} DigitalBookWorld.com, <http://www.digitalbookworld.com/2014/crowdfunding-for-books-pentians-self-publishing-model-expands-to-us/>