CROWDFUNDING SECRETS

THE ONLY GUIDE YOU NEED TO HACK THE WORLD OF KICKSTARTER & INDIEGOGO



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CONTENTS

Part 1.
Preparation **12**

Part 2.
Campaign Page **38**

Part 3.
Facebook Ads **54**

Part 4.
PR **81**

Part 5.
Influencer Marketing **92**

Part 6.
Social Media Marketing **108**

Part 7.
Direct Sales **128**

Part 8.
Bonus Campaign Hacks **139**

GLOSSARY

Affiliate Program
Segmentation
Call to Action (CTA)
Email Service Provider (ESP)
Creative Strategy Map (CSM)
Unique Selling Point (USP)
Pitch
Follow Up
Campaign Headline
Campaign Subheadline
Campaign Video
Return on Ad Spend (ROAS)
Return on Investment (ROI)
Subscriber

FOREWORD TO THIS REVISED EDITION

Hey,

I'm Narek, co-founder and CEO of TCF — one of the leading crowdfunding agencies in the world.

And I want to personally congratulate you for taking your first steps into running a super successful crowdfunding campaign.

While some clients pay us over $1,000,000 to manage their multi-million dollar crowdfunding campaigns, in this book, I pull back the curtains on the secrets of crowdfunding.

And teach you the skills you need to achieve that success on your own.

The book you're holding in your hands is the collective wisdom of 113 crowdfunding experts — and over 500 years of combined experience!

500 years of failures. Of sweat and tears. Of stress. Of angry backer comments. Of refunds.

500 years of Kickstarter and Indiegogo shutting down campaigns for no reason and opening them back up days later. Of blocked Facebook Ad accounts. Of emails ending up in spam.

It's also 500 years of successes. Of million-dollar campaigns. Of campaign mentions in Forbes, Tech Crunch, and The Verge. Of going viral on social media.

500 years of backers' excitement. And of campaigners' joy at seeing their ideas brought to life.

But it wasn't always like that.

My first campaign was a total and utter failure!

In 2014, a friend and I had an idea for a mobile app. But we had no money.

Luckily, someone told us we should check out Kickstarter.

So we checked it out, not expecting much... and found this super cool community of creators and backers.

A lot of it really didn't make sense.

What was a backer? What was a reward? How was this different from e-commerce? How did people decide their funding goal? Were backers from within the platform? How did other people discover projects? Why would people trust us?

So many questions!

Only one thing was clear — people were raising tons of money. And we wanted in!

I'm a firm believer in taking action first and adjusting as you go...

So — without even shooting a video — we threw together a very basic campaign page and sat back... waiting for the money to roll in.

We launched that first campaign at 20:13 on a Friday after work. And we spent the next 5 hours discussing what we would do with our million dollars. Friends called us to go out for drinks, but we excitedly declined.

After all, we had work to do — refreshing the page every minute.

Nothing much happened, but we figured it was due to the time-zone difference. So we went to bed and struggled to sleep for a few hours.

But when we woke up the next day and fired up our campaign, we were again met with a bold, ugly $0.

We scrambled to find out all we could about crowdfunding, but this was 2014, and there was almost nothing out there to help us.

The one piece of advice that we did keep seeing told us to get our friends to support us.

So we did.

We reached out to hundreds of people, from close friends and family to that random person who had started talking to me when I'd gotten caught in the rain waiting for the bus years before.

But nobody supported us.

Except for Sam, a friend of mine who donated $15 after making me promise that I'd never spam him with future stupid ideas. Thank you, Sam!

All in all, it was a big FAIL.

I went back to work, glad that I hadn't quit. But something was different.

This experience changed me. Even though I'd failed, there was something in this crowdfunding thing that had captured my curiosity.

I needed to know — what were others doing exactly, in order to succeed?

I tried searching online. And again, found nothing. So I decided to go straight to the source and interview some successful founders.

Over the course of the next few months, I managed to get around 40 successful crowdfunding campaigners to talk to me via Skype, and I asked them all a series of questions:

- How did you bring traffic to the page?
- How did you increase sales on the page?
- How did you come up with a product in high demand?
- How long did you run your campaign?
- What services did you use?
- How much did you spend on advertising?
- And much more....

I needed to understand what had worked for them. And more importantly, what hadn't.

I carefully wrote everything down. And started seeing patterns. Successful campaigners in completely different niches from across the world had all stumbled on a similar set of rules that were guiding them toward success.

By the time I was done, I had realized that their tips were so powerful and handy that others would find them useful as well.

So I gathered them all together, edited them, and published a book with super simple, practical advice on how to succeed in crowdfunding.

That is how the first edition of the 57 Secrets of Crowdfunding was born.

As a side note, I took the number 57 from Heinz Ketchup's 57 Varieties. Did you know that they didn't actually have 57 varieties? They just chose the numbers because some research told them that 5 and 7 are attractive numbers!

I launched the book on Amazon to immediate success! It became a Top Seller within the crowdfunding category and sold thousands of copies in its first year.

And to my great surprise — readers started reaching out to me, personally!

Remember, I had one failed campaign under my belt. But a few months after publishing the book, my advice was already helping people raise $100,000s.

So I took a plunge. Quit my job. And decided to become a crowdfunding consultant.

I started partnering with campaigners to boost their campaigns on Kickstarter and Indiegogo. And I found that a lot of the advice I'd written about worked... but that there was also so much more!

I learned quickly and got referred to more and more clients. And I was soon overwhelmed. So I hired an 'assistant' to help me. And then another. And another...

Little by little, they each became experts in a field. Facebook Advertising. Influencer Marketing. Social Media Marketing. We hired more people to join their teams. Some enjoyed writing copy, others designing. And those 2 departments were born.

Our Head of Influencer Marketing used his partnership skills to get us new clients and opened his own Partnerships department. Designers began making videos. Advertisers began creating software to manage their ads.

And that's how we ended up where we are today!

A team of 113 crowdfunding experts with skills ranging from social media to Python automation engineering, from conversion optimization to direct sales.

We have run 15+ campaigns that have raised over $1 million. One that broke the $5 million mark. And have the highest average raise of any marketing agency.

A few months ago, one of our copywriters picked up my book.

By chance, we were sitting down together for lunch one day when they looked across at me, "Can I tell you something, Narek?"

"Sure!"

"You know that book you wrote? It kind of sucks...."

"What?!" I wasn't mad, just surprised.

"Well," they continued nervously, "we don't actually do any of those things anymore. Or at least we do them differently...."

"Let me see!" I said and picked up a copy of my book — for the first time in 5 years!

I skimmed through the first few chapters, growing increasingly embarrassed. The junior copywriter giggled at my reddening face.

I put the book down, pulled myself together, and simply said, “This needs an update!”

This revised edition that you’re now holding pulls together the 500 years of combined experience our team earned during this half-decade of crowdfunding.

It includes many of the same tips, updated for the new internet.

One where Apple has changed the landscape of Facebook Advertising. One where backers and buyers are more skeptical. One with increased restrictions and challenges.

And I’ve also added a bunch of new tips, suggested by experts from different departments, all more knowledgeable than I was when I naively wrote my first edition.

I hope it doesn’t bring you as much success as it brought those early readers. As it brought the creators I first helped. And as it brought me over the years.

I hope it brings you more.

Enjoy.

Narek Vardanyan

Co-Founder & CEO at TCF

P. S. I hope to update this book more often. But I can imagine life will get in the way again. So, if for whatever reason you find something that you think may be out of date, please let me know immediately!

P.P.S. I’ll do my best to help you out directly with my most up-to-date knowledge and update the book accordingly for those who come after you.

You can connect with me on LinkedIn or reach out to me at: narek@thecrowdfundingformula.com.

P.P.P.S. Big thanks to Dan, our Head of Copy, for helping me write this book.

P.P.P.P.S. Consider joining the community of creators at Creator-Club.com. It's the first community-based e-learning platform for startups to launch and grow innovative physical product businesses using Kickstarter, Indiegogo, Retail, e-Commerce, Amazon, and beyond.

We were thrilled to be part of this project and contribute to 20+ expert-led, in-depth classes on various topics and categories.

Creators like you find it helpful to discuss their real situations with one another and get the most actionable advice from people who have just been through what they're going through!

PART 1:
PREPARATION

Preparation is essential.

Prepare well before starting. It will make up 90% of your success.

Let me give you a much more important tip before we get into the nitty-gritty tips specific to your upcoming crowdfunding campaign. One that will help you better digest the contents of this book. One that will help you face the unknown. One that you can carry with you no matter what you do, in crowdfunding and out of it.

It's all about your mindset.

Everybody can have ideas — not everyone can bring them to life.

You see, there's a vicious emotional journey that you need to persistently traverse if you want to come out winning on the other side....

The Emotional Cycle of Change!

A while back, a friend called me with an idea for a pretty cool innovation!

Don't think he'd want me calling him out... so let's just name him Peter.

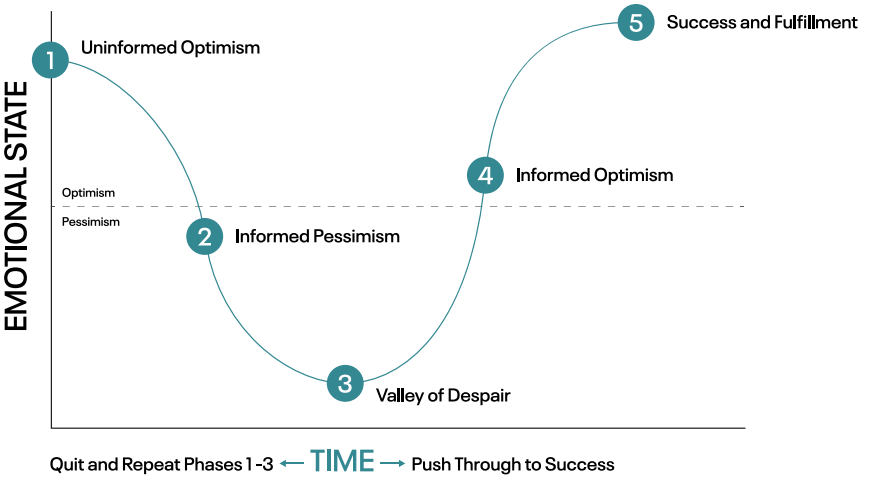
"I'm going to add the latest WiFi chip... or maybe Bluetooth... battery life might be a problem... I'll think of something...."

He couldn't contain his excitement, jumping from one idea to the next.

But a week later, I received a very different call. Still Peter, but now he was worried. He was stuck, paralyzed by all the choices. By actually looking deeper into the subject and trying to solve the problem, he'd realized just how much work he'd have to do. And he'd entered the infamous Valley of Despair.

I calmed Peter down and gave him some direction. And a week later, he was out of the valley with renewed optimism. So, what had happened?

Peter had made his way through what Kelley and Conner dubbed the Emotional Cycle of Change:



This journey is experienced by pretty much everyone whenever they want to learn or start something new. So it's especially applicable to creators like Peter, entrepreneurs, marketers, and crowdfunding campaigners like you.

Let's have a look at each stage...

Uninformed Optimism

You don't know what you don't know. And you dive right in with aspirations of becoming a master or creating something amazing.

This was Peter's first call, where he was happily throwing ideas together. But then doubt starts creeping in...

Informed Pessimism

The deeper you dive into the topic, the more you realize how little you know. Don't worry!

It's perfectly healthy to have some self-doubt and uncertainty at this stage. Use this as an opportunity to dive right in and build the skills you need.

Just don't let this self-doubt take hold of you... if you're not careful, you'll end up with these unhealthy responses to your ignorance:

- Procrastinating or stopping entirely
- Going backward and constantly iterating
- Chasing every shiny new object

Or worse...

Valley of Despair, or Hopeful Realism

Sometimes the lack of knowledge can be overwhelming. Other times it can be refreshing. And it all comes down to the way you approach this stage. If the fear of the unknown sets in — it will seem so great that you turn your back on this new challenge and go back to what you know.

Back to what's safe... this is what 90% of people end up doing:

1. They have an idea
2. Optimistically dive in
3. Hit this valley
4. Stop
5. Go back to Square 1

And with each new turn of the cycle, they get more upset at the outcome... If only they stuck with it and turned their realism into hope!

If you need some extra assistance with this, I recommend you read Grit, by Angela Duckworth. It provides you with scientifically proven and realistic ways to ride through this emotional rollercoaster.

Informed Optimism

Once you develop the skills you need to succeed, and you KNOW you have them, you hit the road with renewed optimism! And the great thing now? It's not misplaced!

And believe me, if you stick with it and cover these stages successfully, you'll now be hitting the last stage...

Success & Fulfillment

Congratulations! Sip that margarita on the beach... cos you made it!

You set yourself a challenge, and you stuck with it. Is this it?

Oh no! By no means...

You'll soon be running through this emotional rollercoaster again with your next crowdfunding campaign!

But it all starts with getting the right preparation... so let's dive right in!

Preparing for your Crowdfunding Campaign

When you browse Kickstarter or Indiegogo, you will quickly spot campaigns that raised 100x or sometimes 1,000x more than others. They grab your attention. But at a glance, they seem simple. I mean, most of them have a great video and a campaign page, but it's not rocket science... surely!

Everybody can shoot a video, hire a designer, and put up their campaign — and people will just start supporting them in running their first million-dollar campaign?! Is that all there is to it?!

The reality is, it's not as simple as it looks...

Actually, that's one of the fallacies which causes so many campaigners to fail — including me that first time around! I know this first hand and have confirmed it time and time again after working with thousands of creators and raising dozens of million-dollar campaigns (and failing a few, too!).

People's knee-jerk reaction is to judge crowdfunding based on what they see. But there's one thing that they don't always see, and that's called...

PREPARATION!

This one word defines 90% of success for most campaigns. Crowdfunding is hard, intensive, and stressful. It's like completing all the activities that successful companies do within 4 years — but in 4 months! 70% of all Kickstarter campaigns fail. And out of the 30% who succeed, the average raised amount is $20,000.

When you see two very similar campaigns, and one of them raised 1,000x more, it means they prepared 1,000x more. With our campaigns, we typically raise around ~$50,000 a day. Yes, within 24h. And all that has to do with preparation.

We start a couple months before. We gather a team. We prelaunch. Run lead generation. And email marketing. We know our brands and how they should show up on social media. We test our messaging, audience, and positioning...

It sounds complicated. And it can be.

But in this chapter, I'll break it down and make it as simple as possible. So that you can take the best lessons in preparation that we've developed over the last 5 years and adapt them to your crowdfunding campaign.

Three Dimensions of Preparation

During your preparation stage, you need to pay attention to three main directions to make sure you are well prepared.

1. Collecting subscribers
2. Gathering a database of journalists and influencers
3. Creating videos and assets

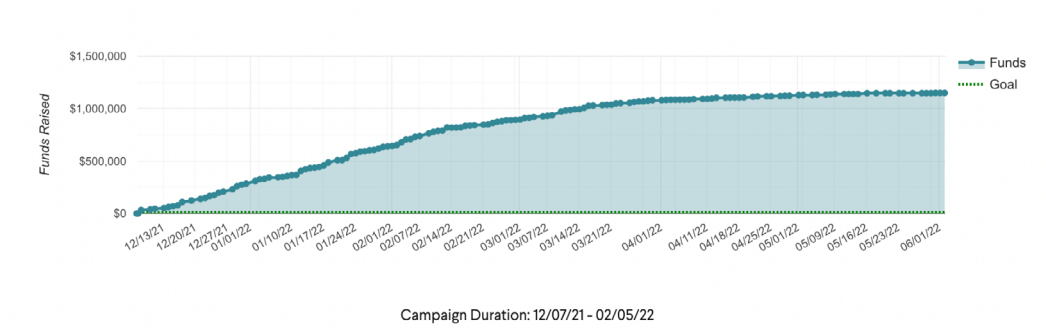
Let's have a look at some very actionable tips to help you succeed in all three and be well prepared.

Tip 1: Research Similar Campaigns

Research is the very first stage of a crowdfunding campaign. And it's crucial in determining the future success of your project.

Search how campaigns similar to yours have performed on Kickstarter and Indiegogo. The main aim is to understand the value of the product and its demand in the market and explore the strategies your competitors have successfully implemented.

An effective method used to evaluate the performance of your competitors' products is to analyze their funding curves. This can be done by using campaign trackers such as Backertracker.

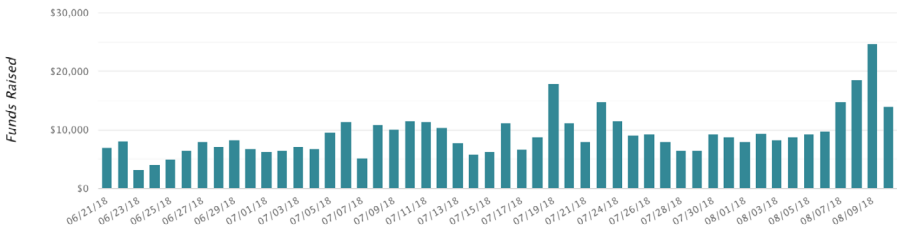


Campaign Duration: 12/07/21 - 02/05/22

Things to check for: funding, backers, and popularity over time.

If you see that the funding curve is more or less steady, that means there's a demand for it on Kickstarter or Indiegogo.

When you see big fluctuations and spikes, your job is to search for the source of the spike for that particular day.



Usually, you'll find a single source of promotion as the culprit. Maybe a big media outlet posted an article or blog post. Maybe an influencer shared the campaign.

Whatever it was, save it so that you can reach out to them later for your campaign as well.

Tip 2: Test Your Product-Market Fit

Before you waste months preparing for a campaign that nobody is interested in, make sure there is demand for your product.

In the past, people would:

- Ask their parents and friends — not useful as there's too much bias
- Send out anonymous surveys — not useful as there's no real purchase intent
- Ask people to subscribe for the launch — not useful, no purchase intent

Now, there's a better solution — pre-launching!

Pre-launching is a methodology that measures true market demand and helps you define the best pricing strategy for your product. And it can do this in very early stages of development — before you've even got prototypes ready!

In essence, it's fairly simple:

1. Create a simple landing page (one-page website) where visitors subscribe to get an early launch invite — this tracks market interest
2. Create a second page that subscribers are directed to where they can reserve an exclusive discount in exchange for a small reservation fee — this validates your price

On the first page, you're just showing people your product's main features and how they can benefit from owning it. Visitors with

whom this resonates will leave their email and become subscribers

On the second page, you reveal the price of your product and ask them to reserve their discount.

The Pre-launch Metrics

The 3 basic metrics you end up with are subscription rate, reservation rate, and cost per reservation.

$$subscription\ rate\ (\%) = \frac{subscribers}{visitors} \times 100$$

The subscription rate is calculated by dividing the number of subscribers by traffic size. This metric indicates the target audience's interest in the product.

$$reservation\ rate\ (\%) = \frac{reservations}{visitors} \times 100$$

The reservation rate is calculated by dividing the number of reservations by traffic size. If people take out their credit cards and make a reservation, they've shown true purchase intent and hence validated your price!

In other words, we understand what % of the audience is interested in the product so much that they are ready to purchase it right away.

$$cost\ per\ reservation\ (\$) = \frac{ad\ spend}{reservations}$$

Cost per reservation takes into account the total amount you're spending on ads to bring people to the page divided by the total number of reservations. It is the most important metric, as it indicates the cost-effectiveness of the pre-launch and campaign later on.

The best practice is to keep your CPR in the range of 10-30% of your product price. It varies depending on product price, with high-

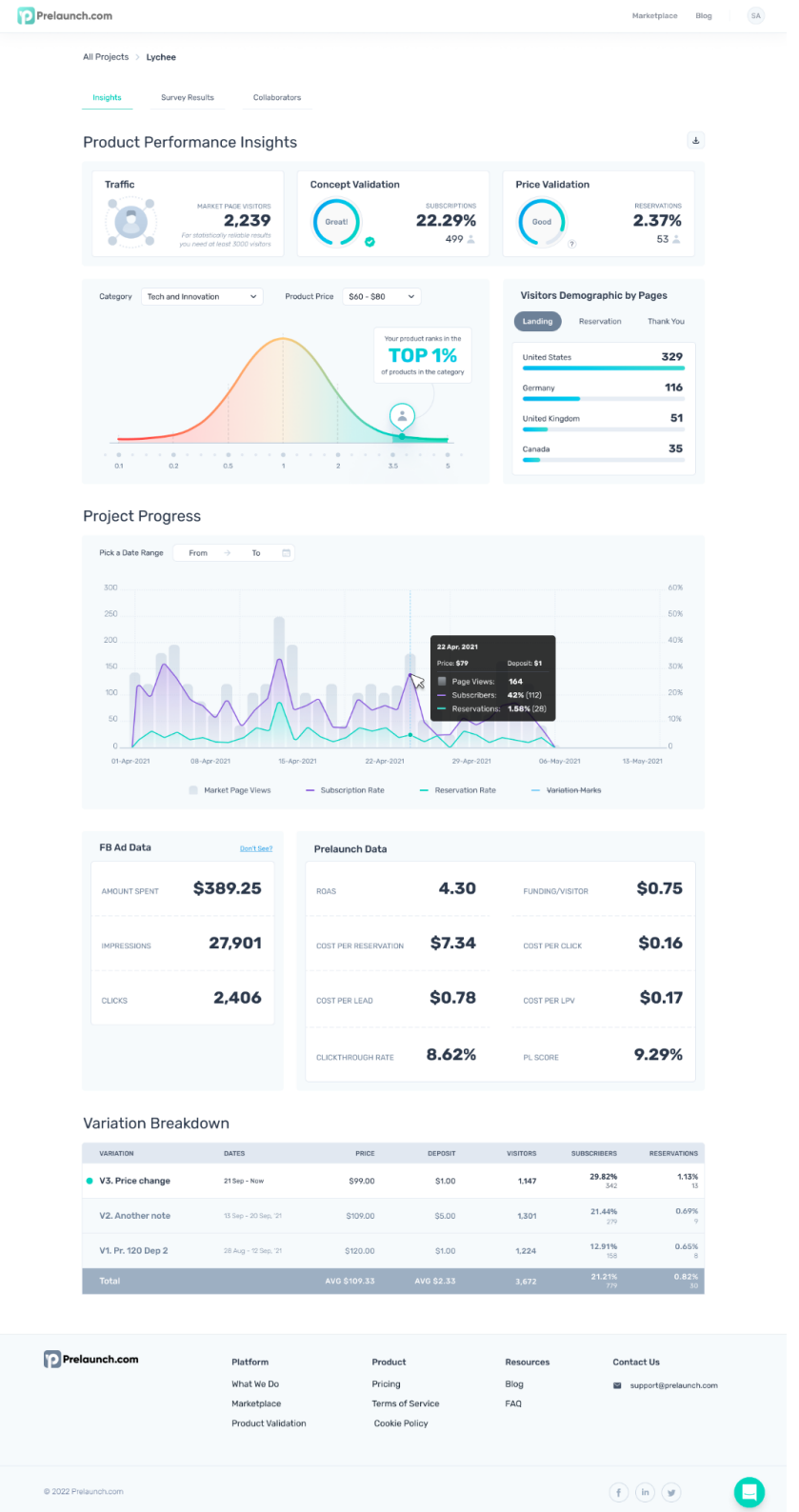
er prices requiring higher relative costs. But practice shows that you probably won't have a successful launch if your CPR is over 30% of your product's price.

You can set this system up yourself using a simple drag-and-drop page builder (covered in a later tip). But you'll have limited insights and nothing to compare it to.

Is a 4% subscription rate good? If 2% of people reserve, do I need to lower or raise the price?

I'd love to break it down for you, but there are so many variables involved that an entire book could be dedicated to this one step!

That's why we created Prelaunch.com — an all-in-one tool to help you do all your pre-launch testings and get insights if your product has a demand or not.


Prelaunch.com
Marketplace
Blog
SA
All Projects
Lychee
Insights
Survey Results
Collaborators
Product Performance Insights
Traffic
MARKET PAGE VISITORS
2,239
For statistically reliable results you need at least 3000 visitors
Concept Validation
Great!
SUBSCRIPTIONS
22.29%
499
Price Validation
Good
RESERVATIONS
2.37%
53
Category
Tech and Innovation
Product Price
$60 - $80
Your product ranks in the
TOP 1%
of products in the category
0.1
0.2
0.5
1
2
3.5
5
Visitors Demographic by Pages
Landing
Reservation
Thank You
United States
329
Germany
116
United Kingdom
51
Canada
35
Project Progress
Pick a Date Range
From
To
300
250
200
150
100
50
0
60%
50%
40%
30%
20%
10%
0
22 Apr, 2021
Price: $79
Deposit: $1
Page Views: 164
Subscribers: 42% (112)
Reservations: 1.58% (28)
01-Apr-2021
08-Apr-2021
15-Apr-2021
22-Apr-2021
29-Apr-2021
06-May-2021
13-May-2021
Market Page Views
Subscription Rate
Reservation Rate
Variation Marks
FB Ad Data
Don't See?
AMOUNT SPENT
$389.25
IMPRESSIONS
27,901
CLICKS
2,406
Prelaunch Data
ROAS
4.30
FUNDING/VISITOR
$0.75
COST PER RESERVATION
$7.34
COST PER CLICK
$0.16
COST PER LEAD
$0.78
COST PER LPV
$0.17
CLICKTHROUGH RATE
8.62%
PL SCORE
9.29%
Variation Breakdown
VARIATION
DATES
PRICE
DEPOSIT
VISITORS
SUBSCRIBERS
RESERVATIONS
V3. Price change
21 Sep - Now
$99.00
$1.00
1,147
29.82%
342
1.13%
13
V2. Another note
13 Sep - 20 Sep, '21
$109.00
$5.00
1,301
21.44%
279
0.69%
9
V1. Pr. 120 Dep 2
28 Aug - 12 Sep, '21
$120.00
$1.00
1,224
12.91%
158
0.65%
8
Total
AVG $109.33
AVG $2.33
3,672
21.21%
779
0.82%
30
Prelaunch.com
Platform
What We Do
Marketplace
Product Validation
Product
Pricing
Terms of Service
Cookie Policy
Resources
Blog
FAQ
Contact Us
support@prelaunch.com
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We brought together all our insights and data after analyzing thousands of product launches, and created a comprehensive analytics suite that tells you whether or not you should launch and at what price.

This allows us to test different pricing strategies and compare conversion rates. The one with the highest conversion rate proves to bring the most conversions during crowdfunding later on.

All these metrics combined give a solid understanding of market demand, and it is important to keep iterating until you have a good combination of subscription rate and a price point.

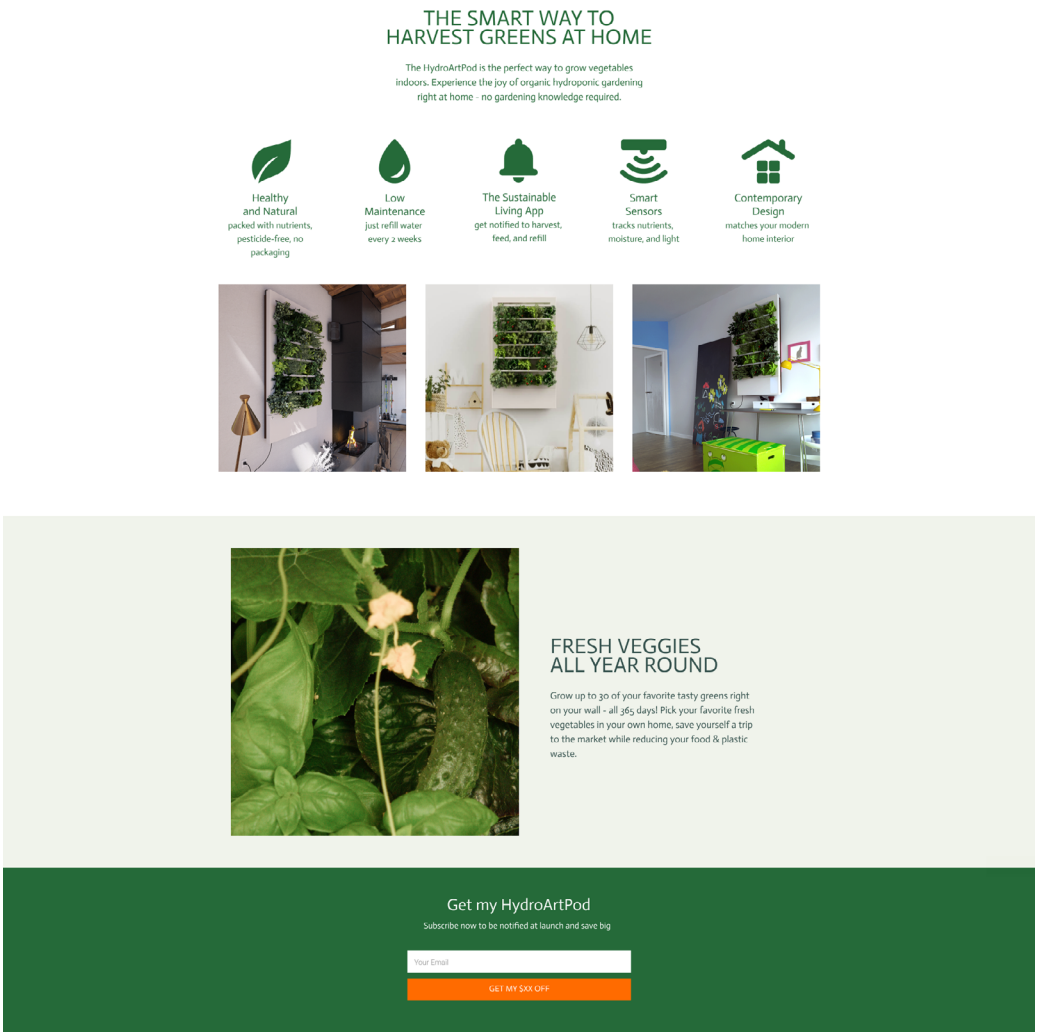
Tip 3: Create Your Lead Generation Page

Whether you run pre-launch validation for market interest and pricing first or go straight into lead generation, you'll need a landing page to collect data and subscribers.

I know that designing and coding a website might seem daunting, but don't worry! There are now tons of builders that let you put together an amazing-looking website without having to write a single line of code!

Some of our favorites include landingi.com, readymag, or 10web.io (if you prefer WordPress). But these are just website builders. If you want to get in-depth insights and actionable analytics, you're better off with a more comprehensive solution like Prelaunch.com.

All of these tools will help you build super cool landing pages for your pre-launch marketing campaign. They are the ultimate winners among the hundreds of tools our project managers have tried.



Sections to include on your landing page:

1. Hero Image & Headline
2. 3 Main Benefits
3. Testimonials & Press Mentions (if you have any)
4. Breakdown of Features
5. Use Cases
6. Tech Specs

For an in-depth class on how to write and design your landing page, consider joining Creator Club. In it, you'll learn how to make the most of your validation, lead generation, and so much more.

Also, make sure you don't forget to:

- Integrate your landing page with Google Analytics and the Facebook Pixel
- Add a video — it can significantly improve your conversion rate
- Use exit-intent popups — using a tool like Optimonk can increase your conversion rate by at least 2-3%
- Make sure to redirect subscribers to a separate Thank You page after they subscribe — this will help you track conversions better
- Create a custom audience for Facebook Ads
- Add a Facebook/Twitter share button for subscribers to share
- Set up a Welcome Email and connect your subscription form to your email marketing platform (read on to learn more about email marketing)

Tip 4: Drive Cold Traffic to Your Landing Page from Facebook, Retarget on Pinterest

SEO works in the long-term for websites with lots of content. You can optimize your articles for terms that people search and bring in tons of organic traffic. That's not the case for lead generation and pre-launch landing pages!

You need to purposefully drive lots of traffic to your website… FAST!

And the easiest way to do this is to use Facebook Ads, as it has the most advanced targeting and exposure among social media.

But that doesn't mean you shouldn't use other platforms for ads as well.

Simply embed Pixels from other social media platforms — like Snapchat, Twitter, Quora, etc. — into your landing page and re-target them on those platforms too!

And then, when you finally launch your campaign, you will have relevant audiences to target across a variety of social media platforms.

Tip 5: Use These 3 Channels to Make Sure Your Subscribers Don't Miss Your Launch

Email subscribers are not only for email marketing. At best, you might get a 40% open rate on your launch email and, if you're lucky, a 5% click rate. That means that out of every 1,000 subscribers you collected, only 50 will end up on your campaign page!

But there are ways to engage the other 950 of them!

We typically send our subscribers 3-5 emails prior to the campaign launch, and in each email, we have a link and a call to action to subscribe to our other channels.

Here are 3 other channels we use to make sure the right information reaches our subscribers:

1. Send them a link to your closed VIP Facebook, Whatsapp, or Telegram group in your first email. Subscribers will feel honored, and you will get a chance to reach out to those who might have missed your emails.
2. Ask for their mobile phone number. This lets you send them an SMS upon launch as well, which tends to have much higher engagement than ANY other channel.
3. Create a custom audience with emails in your Facebook Ads Manager and target your subscribers when you launch.

Bonus Tip: Send Google Calendar invites to your subscribers on the launch day, including the link to your campaign.

These different channels will allow you to significantly maximize your pre-launch activities.

Tip 6: Find Journalists Based on their Beat

A tech journalist won't usually cover pet products. And a pet blogger won't share much tech stuff. As a general rule, journalists will pick up your story only if your content is relevant to their audience, niche, or, as they call it, their 'beat.'

So, as tempting as it may seem, don't ever purchase a big list of 1,000s of journalists and spam them with your press release!

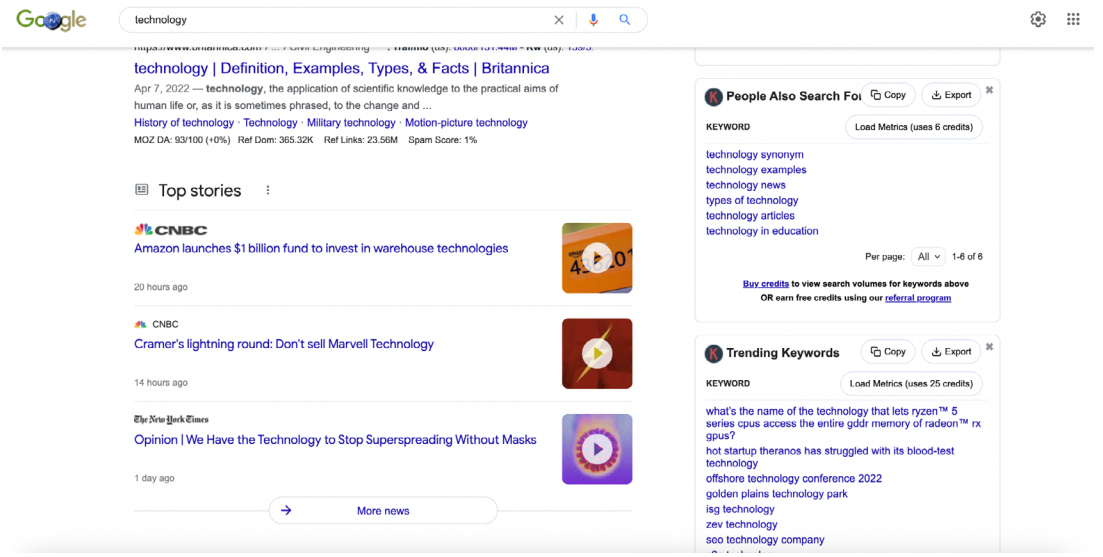
Instead, try to target your journalist search as much as possible and collect only the most relevant people.

Find Similar Coverage

Use websites such as Flipboard, Anewstip, and Google's Advanced Search to find relevant journalists that cover products similar to yours. I'll cover 'Google Dorking' and get the most out of Advanced Search later.

But, at this stage, all you should be doing is searching for press coverage of the similar campaigns you found in your research.

Also, consider using the Keywords Everywhere extension to generate more keywords for your research.



Find Your Highest Priority Journals

Put together a list of at least 30 top media outlets you'd like to get featured in.

Check their page rank, and aim for more popular journals first. But also make sure they're relevant to your product's niche!

Use the Similarweb extension to understand how important the journal is. The lower the number, the better.

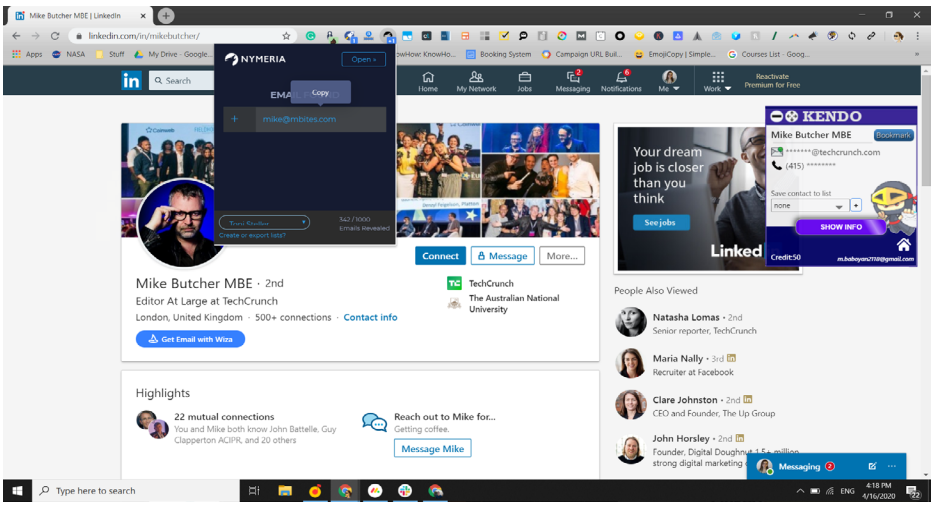
Once you have that list, try finding more than 3 journalists and editors from each. This will increase your likelihood of getting featured, as some of them might be on holiday, busy with other assignments, or not even working there anymore!

Find Journalists' Contact Details

Once you've found some relevant publications and journalists, you need to find a way to contact them!

Try to find working email addresses of journalists from their personal blogs or social media accounts. If that doesn't work, use tools like Nymeria, RocketReach, ContactOut, and Kendo to extract the emails of the journalists from their Linkedin profiles.

They all work pretty similarly. Just click on the extension icon, and the journalist's email will appear.



Don't just rely on one tool, though. Double-check emails using different tools to increase your chances of more effectively reaching out to the given journalist.

Use Journalist Databases

Cision Connect has over 1.4 million journalists and influencers and lets you create lists of journalists you want to pitch.

Then you can either send them pitches directly through the platform or download the lists as CSVs and use them separately.

Tip 7: Create Special Domains for Your Outreach Campaign

Just imagine for a second that you're a journalist, and you receive 2 emails. One ending with @gmail.com, the other one @company.com. Which one would you trust more in this scenario?

An easy way to get ignored by journalists is to just use your personal email to reach out to them. And having your own branded email address is a good way to increase your trustworthiness!

Domain names cost less than $10 per year, and you may need to pay a little extra to get an email address as well. Although there are cheaper options, for simplicity, we always use Google Workspace (the rebranded Google Suite for businesses) at $6/month.

Don't forget to warm up your new email addresses, so they don't end up in the spam folder or get labeled as promotional emails.