

CREATOR HUB
by crowd**fundr**



Campaign Strategy Workbook

Use this workbook in conjunction with the Campaign Strategy Toolkit on the HUB:

<https://crowdfundr.com/creatorhub/campaign-strategy-toolkit>

Scope of Work

Complete this table to the best of your ability with costs for creating and crowdfunding your project.

Project stage	Variable	Fixed cost	Unit cost (PPU)
TOTALS			

Defining Your Audience - Current

Complete this table to determine your *current audience*

Social Media	Email Lists	Other
<i>Facebook =</i> <i>Instagram =</i> <i>LinkedIn =</i> <i>YouTube =</i> <i>Twitter (X) =</i> <i>WeChat =</i> <i>Snapchat =</i>		
TOTALS		

Defining Your Audience – Target

Use this table to brainstorm your *target audience* – the people you don't yet have but who'll love your project.

Who (Demographic Identifier)	Where to find them	How to advertise

Story Outline

Catchy opening line	
Background (Why did I/we create this?)	
Project description	
Identify your target audience	
Make your supporters the hero	
What is going to happen?	
Call To Action	