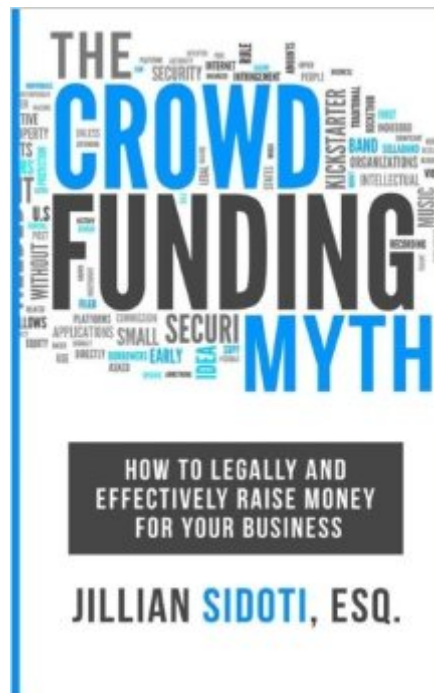


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# The Crowdfunding Myth: Legally And Effectively Raising Money For Your Business



## Synopsis

The world of crowdfunding can be a confusing one. Right now, for many of the most innovative ideas, crowdfunding is the most viable option, giving entrepreneurs the opportunity to reach out to a number of potential investors rather than just one. In *Crowdfunding Myth*, Jillian enumerates on the falsehoods that people tend to believe about crowdfunding and points entrepreneurs in the right direction. Whether you are trying to raise capital for your first real estate deal or syndicate your first film, Jillian, along with industry contributors, will give you clear direction on how to meet your fundraising goals while staying within the letter of the law. "The crowdfunding myth is deconstructed. You must read this to understand the nuances and it will make you an overnight expert crowdfunder. Nobody has broken the crowd funding equity phenomena yet and with this book can allow you to be the first. Buy it now." - David Drake, founder of U.S. Crowdfund Professional Association and CIFRA "It has been a pleasure to work with Jillian on multiple occasions given her knowledge on crowdfunding securities law. She has been an invaluable resource for both our company and the industry at large." - Amy Wan, Chief Legal Counsel, Patch of Land "A MUST READ BEFORE YOU VENTURE INTO REGULATION CROWDFUNDING! Jillian Sidoti gives very important and practical advice on how to raise capital using the new crowdfunding laws. Small business owners should explore these new options, as there are many and this book helps them make the decision that best suits them." -Ruth Hedges, pioneer of crowdfunding legislation and producer the Global Crowdfunding Convention.

## Book Information

Paperback: 174 pages

Publisher: CreateSpace Independent Publishing Platform; 1 edition (March 7, 2016)

Language: English

ISBN-10: 153023722X

ISBN-13: 978-1530237227

Product Dimensions: 5 x 0.4 x 8 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars "See all reviews" (14 customer reviews)

Best Sellers Rank: #606,533 in Books (See Top 100 in Books) #55 in Books > Business & Money > Finance > Crowdfunding #4269 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

## Customer Reviews

Crowdfunding; how did we get there, how has it grown, what rules does it encompass? A detailed look at the musts of organizing a crowdfunding campaign and how to make it work for you. Dynamic companies have raised millions and many others have failed - learn how and why. The essence of crowdfunding is an expert understanding of and compliance with the rules; Jillian Sidoti is the pro.

Awesome book on crowdfunding! Jillian pulls back the curtain on the different types of crowdfunding and when each makes sense. I highly recommend everything Jillian does. She is a thought leader and you will love working with her. Jim

Jillian explained the process of Crowdfunding in a clear and precise manner - both the pros and cons. I did not realize that new regulations start on May 16, 2016 and Jillian explained how to be prepared. I highly recommend her book.

If you're considering crowdfunding, BUY THIS BOOK. Why? When you get in touch with a securities lawyer, and you speak the language that Jillian teaches you in this book, the lawyer will TAKE YOU SERIOUSLY. What does that mean for you? You've got a lawyer who believes in you, and will go that extra mile. Two points of confidence right away, just from reading the book. What else makes it awesome? She uses lots of examples that illustrate points so well - some examples you don't immediately understand why she's talking about them but then, BOOM - major difficulty clarified. This book is not just great reading, it's great writing, too, by an expert who clearly wants you to stay on top of your game. It goes from illustrating big ideas right down to key details, so it acts as a narrative for getting you behind the idea of selling securities via crowdfunding but also it acts as a reference book, that you can use to brush up on the issues as you begin to engage in the process. BRAVO, Jillian!

I would like to thank Jillian for writing this book. I have attended one of the crowd funding classes given by Jillian, Mr. Trowbridge, and other staff. This book has been a fantastic refresher in helping me decide how I want to approach my crowd funding activities. Jillian's knowledge and experience in this highly specialized field has made it easy to understand the concepts and pitfalls of crowd funding. There is no doubt in my mind that I will be using her expert services when I'm ready to move forward in my crowd funding endeavors. Thank you Jillian for breaking the information down into understandable sections. Keep up the great work!

The Crowdfunding Myth is packed full of useful information for any entrepreneur or real estate investor out there that wants to raise private money for their business or real estate deal. Jillian takes what can be a very nuanced or complicated issue and makes it easy to understand. I really appreciated the real life examples used in the book that I can use in my business as well. This book is also extremely timely as it talks about legal changes that just went into place in May of this year (2016) with the Jobs Act finally being implemented. Crowdfunding is definitely the wave of the future in raising private capital and this book will help you get started! The book is a quick read and I highly recommend reading it before going out to try to raise money on your own. It will save you a lot of time and keep you out of trouble with the SEC.

Very informative and easy to understand. At one time I was a little fearful about raising capital. At one time, I was a little fearful about electricity. Now that I have more knowledge about electricity, I have a healthy respect for it but not the fear. Now that I have more knowledge about raising capital, I have a healthy respect for it, not the fear. Time to put some capital to work!

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