



The Silver Telegram

Pre-Crowdfunding Checklist

Please see a checklist of items below to prepare before you are ready to move forward with a Kickstarter or Indiegogo project with The Silver Telegram.

- Live website - this can be edited and updated during our work together, but the basic website must be secured and up.
- Social media channels created (in English)
- Working prototype of product
- Prototypes for media reviews of the product
- Product marketing and descriptions
- Product and lifestyle photos of the product (>10-20)
- Images for social media (>20-30)
- Product pricing for US Market (Raw and MSRP)
- US Bank Account/Approved Paypal Account
- Determine delivery Timeline of product

During Campaign Checklist

- Email lists for initial crowdfunding momentum (average lists should start at about 2,000-5,000 contacts for greatest impact)
- Video Production (takes 4-6 weeks)
- Campaign design (takes 1-2 weeks)
- Media Relations (2-4 weeks for product reviews)
- Determine global shipping costs
- Email Marketing platform (Mailchimp, Constant Contact, etc.)

Cost Considerations For Campaigns

- Email Collection (via social ads) - \$2000-\$3000K
- Graphic Design - \$0- \$1000
- Product Photography - \$0- \$2000
- Social Media Ads - Recommended minimum budget is \$5000
- Videography - \$5000 -\$20K, cost depends on quality, timeline, product and other factors
- Website Development - \$1000 - \$5000, cost depends on quality, timeline, product and other factors