

# DAY FOUR

## 5 KEYS TO A SUCCESSFUL LAUNCH

© Horacio Printing 2025 // Polly Payne

# DAY FOUR

pre-order campaign

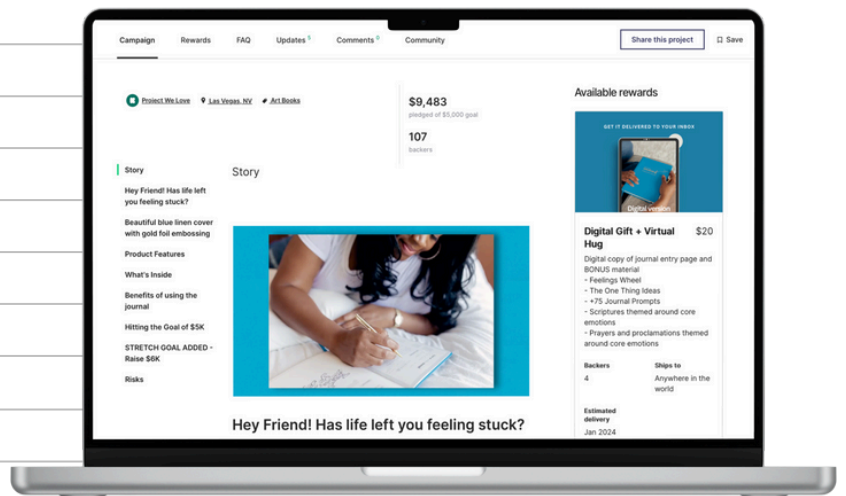
© Horacio Printing 2025 // Polly Payne

# PRINT YOUR THING CHALLENGE

# DAY FOUR

*marketing & selling*

WHY KICKSTARTER? WHY PRE-ORDER?



*homework*

\$30 prize gift

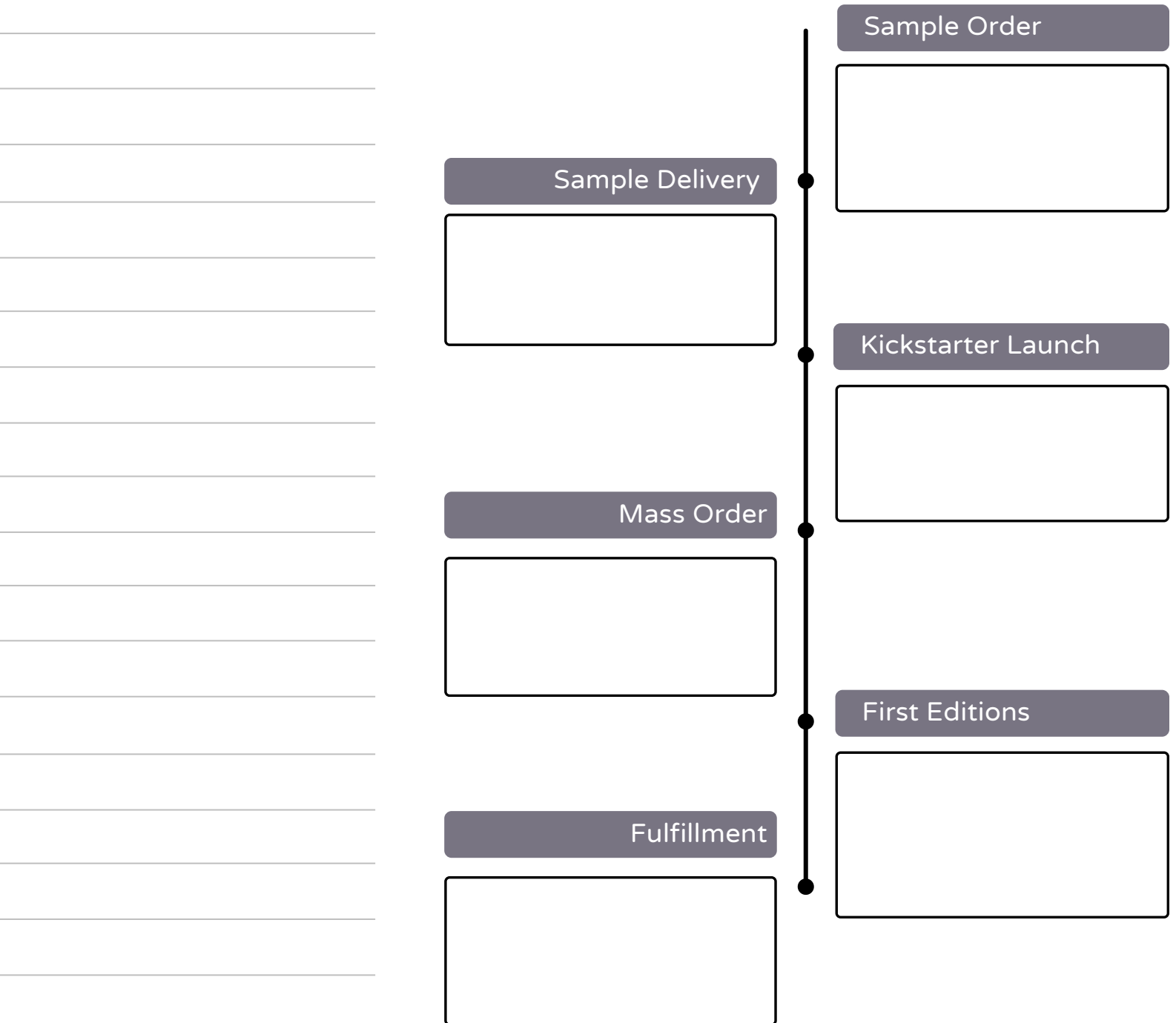
\$100 prize gift

PRINT YOUR THING CHALLENGE

# DAY FOUR

*marketing & selling*

KICKSTARTER // PRE-ORDER TIMELINE



PRINT YOUR THING CHALLENGE

# DAY FOUR

*need more info* [HORACIOPRINTING.COM/MOREINFO](http://HORACIOPRINTING.COM/MOREINFO)

Notes + Takeaways

---

---

---

---

---

---

---

---

---

---

---

---

*Day four homework!*

You got this!

Your homework is to come up with ONE Kickstarter prize you can gift folks who give to your crowdfunding campaign.

Bonus Question

What was your biggest take away from Day Four?

Don't forget to post your homework in the Facebook group to enter our giveaway raffle tomorrow!

I am so proud of you and excited for what you are going to create. See you tomorrow!



[HORACIOPRINTING.COM/BONUS](http://HORACIOPRINTING.COM/BONUS)

*don't forget your code!*

CHALLENGE299 -> \$299 OFF FULL PAY OPTION  
CHALLENGE100 -> \$100 OFF FIRST PAYMENT