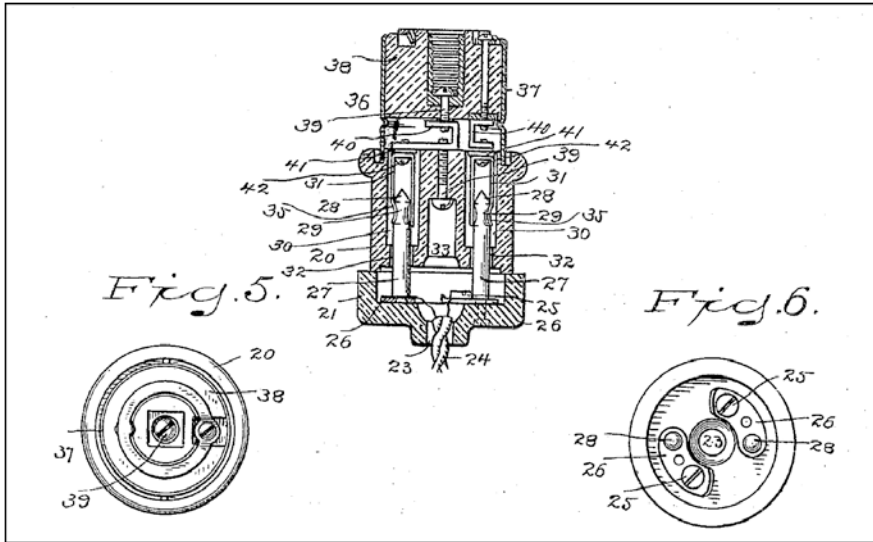




Invention Basic Training

Boot Camp For Invention Success

How Your New Invention Idea Fits Into The Big Picture



Heads Up, Inventor! This information isn't for wimps.

As an inventor, especially an independent inventor, you have your work cut out for you in trying to get your invention to market, no matter how great you may think it is.

Did you know that more than 95 out of every hundred inventions fall flat on their face?

Did you know that most industry executives at major

corporations generally regard individual, independent and small entity inventors as an insufferable pain in the neck to be avoided whenever possible?

Did you know that for many new mass-market consumer products to be able to appear on national store shelves other products have to come off first, products that may have been there for years?

First & Foremost

You have to learn to stop looking at your invention as a heavenly gift or "your baby".

You must see your invention idea for what it is - a product that has to be manufactured, distributed and sold, hopefully profitably.

Get educated on the business of making and selling your invention and you just may get to do it!

Become a student of your invention. Become an expert on your invention. Know everything there is to know about your invention.

When you have accomplished the above, you will *know* what to do and that's when you become a *real asset* to a potential licensee.



INVENTORS MUST OWN THEIR INVENTION SUCCESS OR FAILURE

One might assume that the same clever folks who can dream up new inventions and devise ways to improve upon existing products would instinctively understand that the ultimate success or failure of their invention lies directly in their own hands. Sadly, such is not the case.

Naive inventors often hang their entire dream on the whim of external circumstances - things that

they have no influence or control over - in fate's hands, so to speak.

Essentially, these would-be inventors are playing an imaginary "invention lottery" - and the new product idea is their ticket.

Oh, how they wish for their invention lottery ping-pong balls to align and shower them with unimaginable wealth and fortune.



Worse still, *some inventors go so far as to pick out and brag about all of the things they intend to buy* with their impending invention lottery winnings - cars, homes, magnanimous gestures toward the less fortunate. All because they are *utterly convinced* that their invention lottery ticket will come in a winner any day now.

Sadly, when things *don't* work out that way (and that sort of get rich quick overnight fantasy never does) foolish inventors often begin to line up other people and circumstances to blame for why the invention went nowhere.

You've heard the stories. *"I invented that years ago. they stole my idea..."*



Most striking is that the majority of the inventors who suffer this fate are completely blind to their own failure to take meaningful action or to be effective!

In the end, an invention's success or failure hangs in the balance when inventors choose how to

respond to the inevitable adversity and challenges that go along with creating something out of nothing.

So, ask yourself, right here, right now – do you want to make money with your invention, or do you want to make excuses about it? Because you can't do both.

Once an inventor accepts that the development and success of an invention starts and ends with them, as the inventor, only then can they truly progress to the level of actually commercializing their invention.

An invention cannot sign a contract or a licensing agreement, only an inventor can do that. An invention cannot be granted a patent by the patent office, only an inventor can.

And so, you must accept that this idea you have is going to require significant commitment from you.

If you expect your invention to provide for you, you will have to provide for your invention.

- You will need to spend time and energy designing and improving the product.
- You'll be wearing your salesman hat trying to develop opportunities for the product with licensees and the media.
- You're going to have to spend money presenting a professional and appropriate image for your invention.

Congratulations! You've just made it through the toughest part of our Boot Camp For Inventions! That wasn't so bad, was it? In fact, you probably instinctively knew most of what you've just read. So, now that you've proven your mettle, let's start teaching you how to use the big guns!

Sign up for part two by sending an email to: subscribe@patentmyideaonline.com

IN PART TWO OF INVENTION BASIC TRAINING YOU WILL LEARN ABOUT:

The Ugly Truths About Inventing • The Business End Of Your Invention • Patents & Intellectual Property Protection • The Sweet Smell Of Invention Success

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